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SEP 21 1959

shipping

ROUTE THIS
ISSUE

TO SEE PAGE
TO SEE PAGE

584675
SEPTEMBER, 1959

NATIONAL HI-WAY
SHIPPER

WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER

What the N. S. Savannah means to shippers

THE
CARRIER OF
SERIAL RECORDS

OCT 7-1959



AMERICAN MARITIME COMPANY-CARRIER

How "tomorrow's"
conveyors
streamline
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SEP 21 1959



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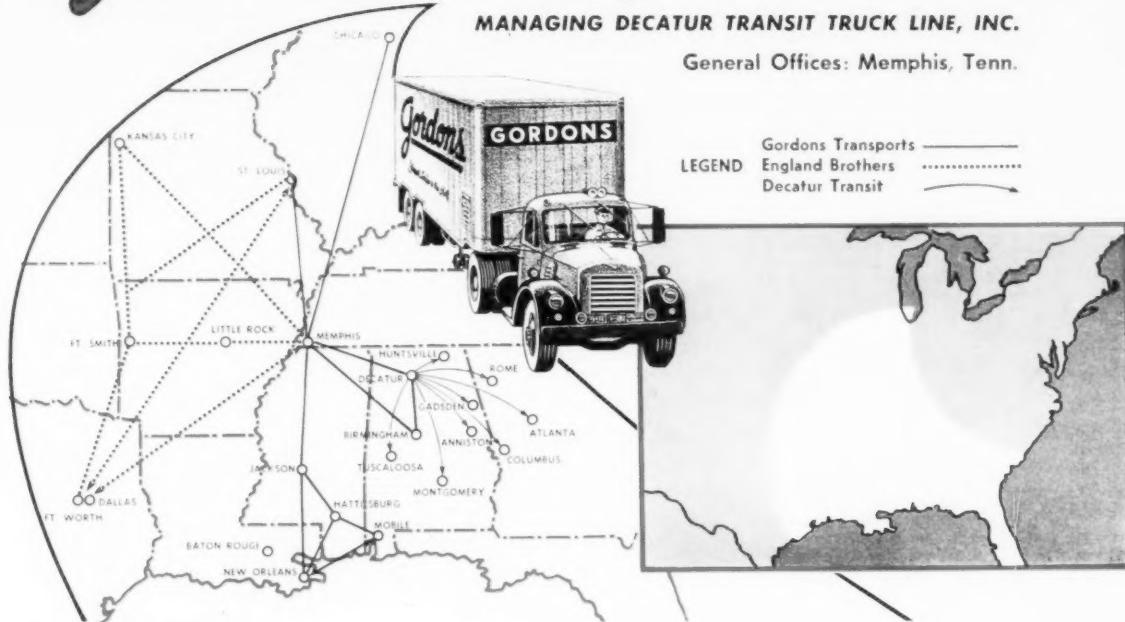
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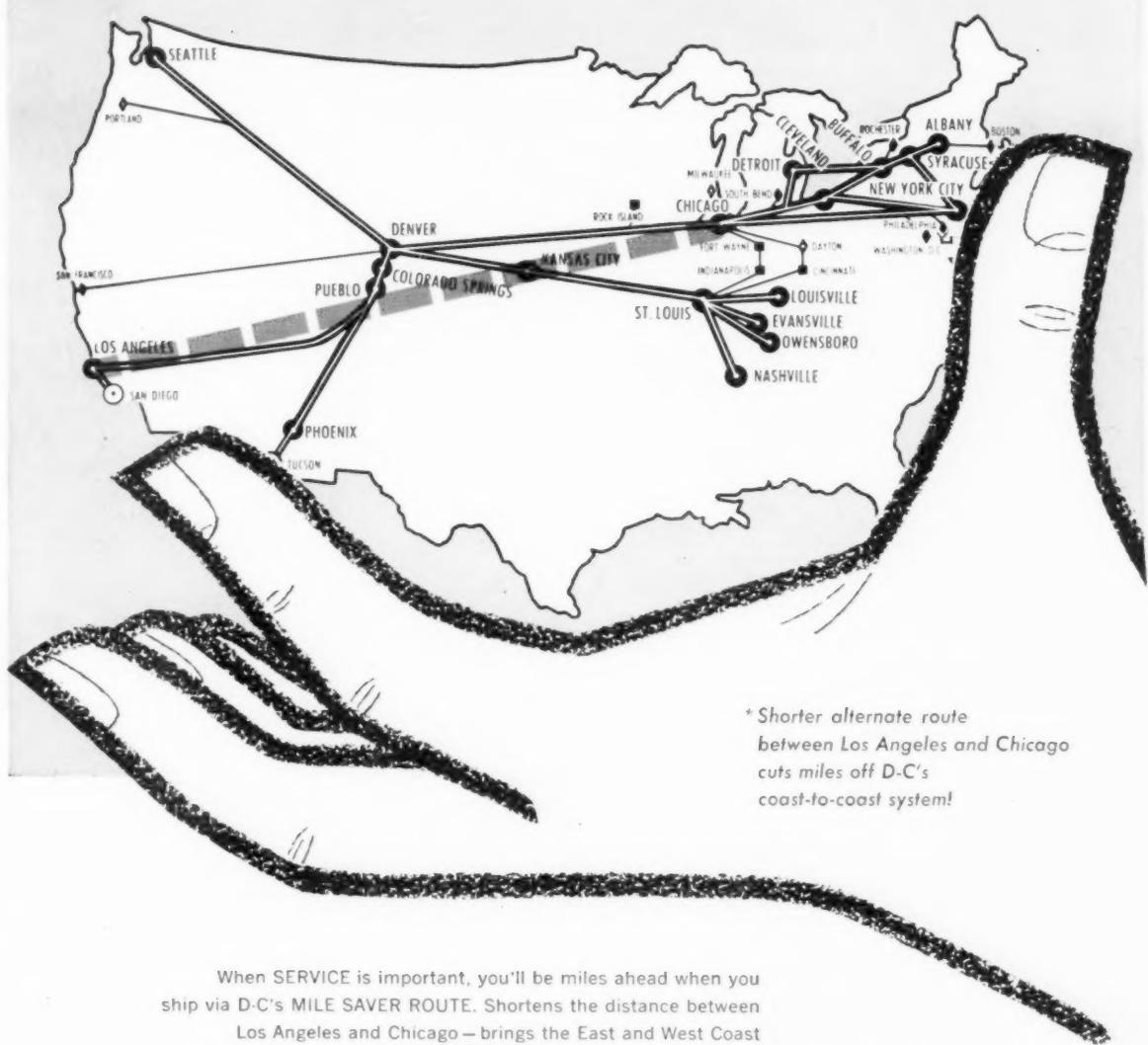
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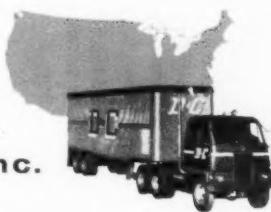
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September, 1959





IN THIS ISSUE . . .

Who cares? We do.

Warning! The current business boom is taking the fine edge off many of the traffic-transportation economies effected—under pressure—during the recent recession. Here's how this dangerous trend may be halted.

How IBM maintains cordial company-carrier relations

Close, effective company-carrier ties are no accident. At IBM, they are considered a top priority traffic assignment and are governed by a set of very specific common sense rules and procedures.

Northwest's answer to shipping damage: vulcanized fibre containers

Problem: slashing in transit damage to delicate electronic components. Northwest Orient's solution: an economical, flexible, highly effective packaging.

What the NS Savannah means to shippers

The recent launching of the atom-powered Savannah is the most important development in ocean shipping since the invention of the steam engine. Here's why.

How "tomorrow's" conveyors streamline warehousing at GE

A unique, high-speed conveyor installation—which does everything but think for itself—is General Electric's answer to mounting storage-handling-shipping costs.

Traffic survey: TMs rank maintenance of speedy deliveries as key traffic job.

Mechanization boosts shipping at Dodd

Cost-cutting procedures, modern equipment and a fresh approach to its dock operations have stepped up the tempo of shipping and receiving at the Dodd Distributing Company.

Super-efficient terminals expedite processing of highway freight

The trucking industry is in the midst of the greatest building and improvement spree in its history. Target: better highway service for shippers through smoother in-the-terminal procedures.

Packaged lumber, better handling spark receiving at Northern Lumber

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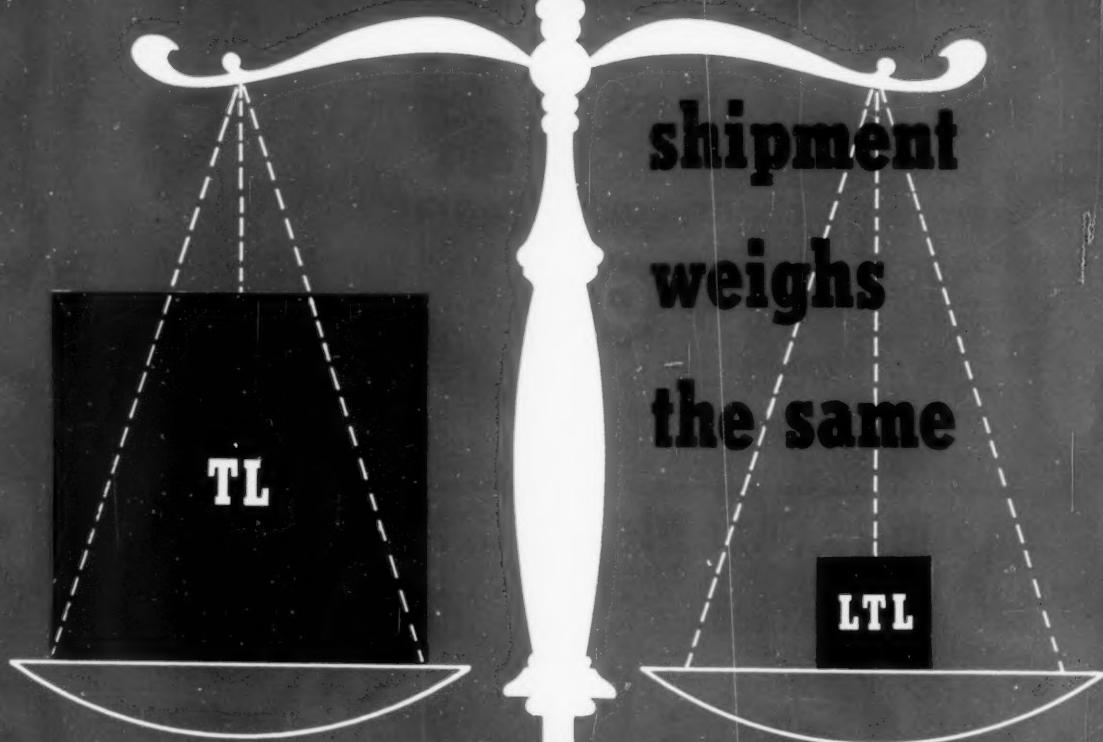
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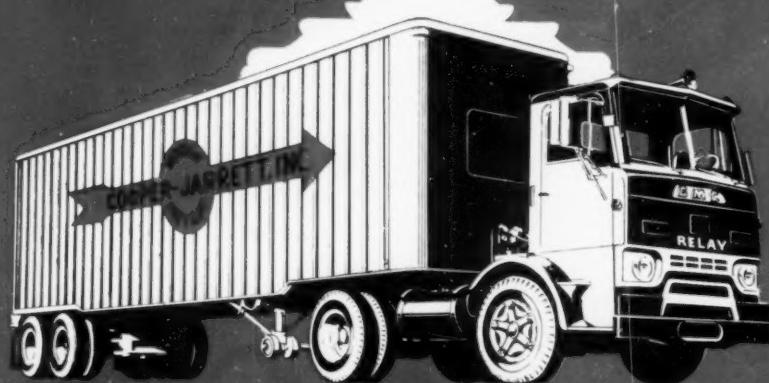
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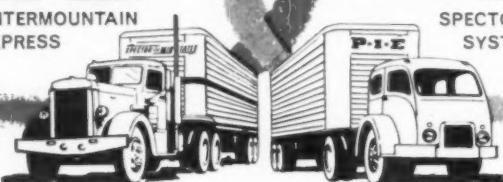
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Who cares? We do.

Under the pressures of the recent recession, traffic — after years of skyrocketing expenditures — ferreted out and eliminated inefficiencies it had tolerated for too long and hacked the fat off its operations.

The result? When the business slump lifted and industry caught its breath, its traffic-transportation costs were way down and companies everywhere were in an ideal position to convert these savings into added profits.

By now, however, it should be obvious to everyone that the lessons traffic — and production, sales and other business departments, for that matter — learned during the recession are fading. Economies effected during the slump are going to pot. And, confronted with a record number of orders to process and ship, all too many TMs are not as prone to try new dollar-saving, efficiency-building materials and measures as they were only a short time ago.

As one TM put it at a recent New York traffic meeting: "I'm up to my ears in work. I've got my hands full keeping up with the orders we're handling and I just don't have time to fool around with new kinds of packaging, experiment with our handling setup, or study new transport methods. Besides, my company is making plenty these days. A few extra bucks spent on distribution won't even be missed."

Lately, more and more TMs have been saying much the same thing. And it's beginning to worry all of us who are devoted to efficient, economical distribution. The "who cares" attitude of these TMs can only have a harmful effect on their companies. What's more, it can only do injury to the high standing and the respect accorded traffic-transportation by industry today.

We, at *Shipping Management-National Hi-Way Shipper*, believe that the time has come to fight back — and fight back hard — against this "who cares" attitude. In the months ahead, we shall intensify our efforts to hammer home the point that the *good* traffic department is the *one constantly on the alert for new and better ways* — ways that slash costs and boost efficiency — to ship, package, handle, warehouse and process its goods. We strongly urge the nation's traffic organizations to do the same — in the best interests of the traffic profession and of the industries it serves.



Publisher

How IBM maintains cordial company-carrier relations

Few companies anywhere work more closely and cordially with their carriers than the International Business Machines Corporation. Shipping to the far corners of the earth, the giant concern is fully aware of the extent to which the success of its operations depends on efficient, economical transportation. For this reason, the maintenance of good company-carrier relations is one of the most important assignments of IBM's traffic department.

From his HQ in New York City, Manager of IBM Traffic E. M. Maney oversees the company's carrier program. But, since traffic managers at individual IBM facilities are authorized to deal directly with freight haulers, the prime responsibility for maintaining good relations with carriers falls on them.

As always, no facet of traffic management has been left to chance at IBM. Carrier-company relations are specifically discussed in the firm's top-notch *Transportation and Distribution Manual*.

TM's responsibility

Says the guide: "It is the responsibility of the traffic manager to build the reputation and good name of the company. The following basic principles should govern the TM when fulfilling his obligations:

1. Fairness. The TM is responsible for maintaining IBM policy to be fair in all transactions with carriers. He shall show consideration for the carrier's problems and assist him in solving them, if possible.

2. Integrity. It is desirable for any company to have a reputation for integrity. Therefore, the TM shall:

- (a) Be truthful and sincere in all transactions with carriers.
- (b) Respect carrier confidences.

- (c) Never discontinue an account without valid reason and, then, only after a complete discussion with the carrier.
- (d) Where satisfactory service is and has been rendered at reasonable cost, a carrier's business with IBM should not be solicitable except for benefits to IBM or its customers, if such benefits cannot or will not be provided by the existing carrier."

On the subject of meeting with carrier representatives, the IBM manual is just as explicit.

"The TM or his assistants," it points out, "should promptly receive carrier representatives and respect the value of their time." How? By answering communications promptly; furnishing reports regarding carrier services, as needed; and arranging interviews with carrier representatives and other departments, if necessary.

Keeping up with transport developments is another traffic duty underscored by IBM's Transportation and Distribution Manual. Reports the guide: "Progress is essential to the

growth of an industry. In being progressive, TMs shall:

- 1. Visit carriers periodically to keep informed of their methods and facilities.
- 2. Keep an open mind on new methods and procedures.
- 3. Encourage experimentation in new carriers, different modes, new packaging or shipping techniques.
- 4. Be familiar with all IBM products and methods, in order to recommend services in all areas.
- 5. Avoid improper influences."

The accepting of gratuities and the question of reciprocity is likewise clarified by the manual. "Reciprocity," IBM maintains, "is not a factor in company traffic. TMs shall base their relations with carriers on standards of quality commensurate with price and the reliability of the carriers."

In so far as gifts are concerned, "types of items like advertising novelties having general distribution and of nominal value" may be retained

IBM Transportation & Distribution Manual: "Traffic should be fair to all carriers . . . maintain a reputation for integrity . . . receive carrier reps promptly and respect the value of their time . . . and shall not accept gifts."

by IBM personnel." But, cautions the manual, "gifts or gratuities in any form shall not be accepted. This is applicable to gifts received at home or at the plant location."

program a huge success

Based on common sense principles and clearly defined in the Transportation and Distribution Manual, IBM's company-carrier relations program has proven itself to be a huge success. Over the years, no company has maintained a warmer relationship with the many carriers serving it. And, as a direct result of this relationship, no company has been provided with better, more efficient transportation.

This concludes *Shipping Management-National Hi-Way Shipper's* analysis of IBM's highly regarded *Transportation and Distribution Manual*. Part 1 of our study, outlining the Manual and excerpting parts defining the role of IBM's Manager of Traffic and his key aides, appeared in our August issue.

How about you? Has your traffic department developed a top-notch manual designed to clarify company traffic-transportation procedures and policies? Has it achieved outstanding results, boosted the efficiency of your traffic operations?

SM-NHS believes that a good traffic manual is the key to more effective, dollar-saving traffic and transportation. Consequently, in future issues, we will present a variety of articles dealing with the use of manuals by some of America's foremost firms.

Why not send us a copy of your manual? We'd be happy to look it over for possible publication. Just send your manual to: Manual Survey, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, New York 16.

1/1/58 Policy	IBM TRANSPORTATION AND DISTRIBUTION MANUAL	Ref. 102 Corporate
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Authority of Traffic Managers:

The IBM Manager of Traffic Coordination is responsible for all transportation and distribution within IBM. Assisting him are the local Traffic Managers who are authorized to make valid contracts and agreements regarding transportation for the Company. The limits of authority delegated to the Traffic Managers are determined by the IBM Manager of Traffic Coordination.

Carrier Relations:

It is the responsibility of the Traffic Manager to build the reputation and good name of IBM. The following basic principles govern the Traffic Manager when fulfilling his obligations.

1. **Fairness.** The Traffic Manager is responsible for maintaining IBM policy to be fair in all transactions with carriers. He shall show consideration for the carrier's problems and assist him in solving them if possible.

No carrier may legally provide us with a different, cheaper or better service than the carrier offers to the general public unless such difference is explicitly provided for in the rate schedules filed with regulatory commissions.

2. **Integrity.** It is desirable for any company to have a reputation for Integrity. Therefore, Traffic Manager shall:

a) Be truthful and sincere in all transactions with carriers.

b) Respect carrier's confidences.

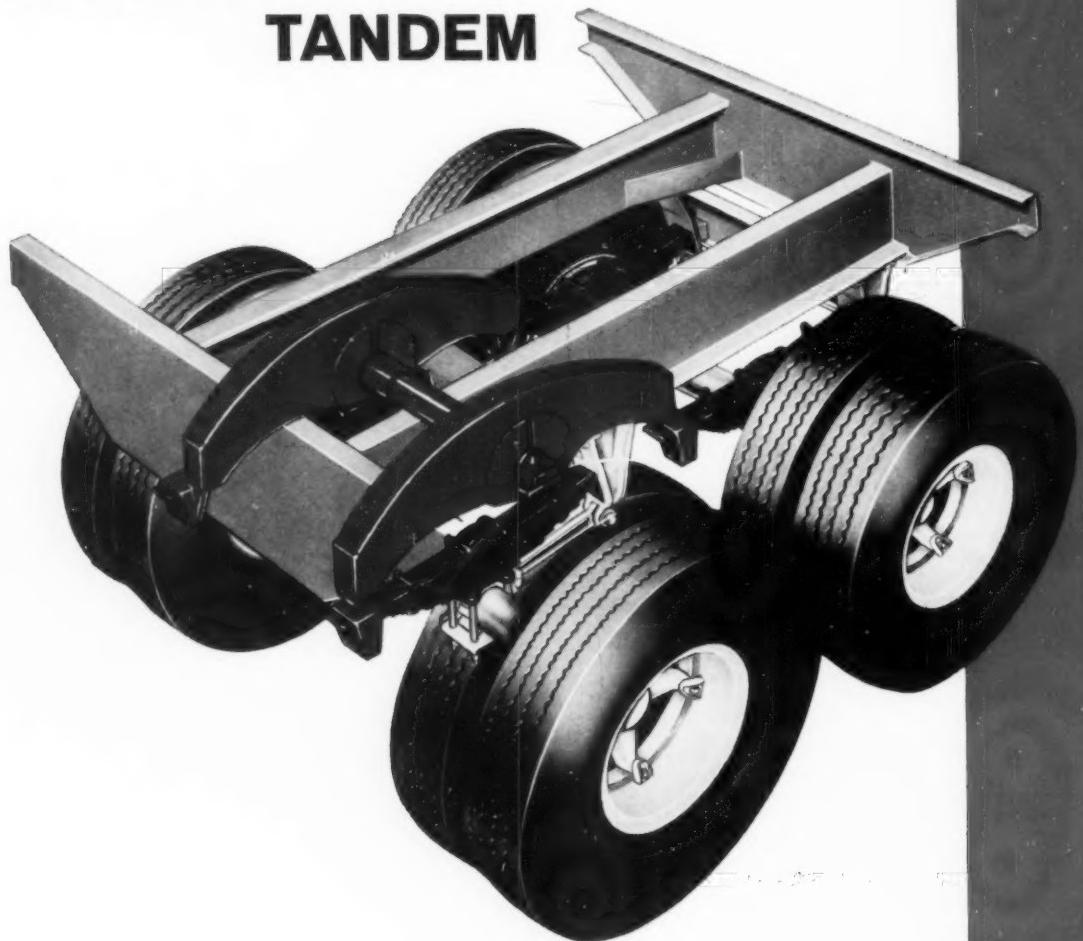
c) Never discontinue an account without valid reason and then only after a complete discussion with the carrier.

d) Where satisfactory service is being and has been rendered at reasonable cost, a carrier's business with IBM should not be solicitable except for benefits to IBM or its customers if such benefits cannot or will not be provided by the existing carrier.



Top: a portion of IBM's Transportation and Distribution Manual, clearly defining IBM policy on company-carrier relations. Left: IBM's typewriters — along with its electronic brains and related equipment — are famed around the world.

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MATCHLESS
TRAILMOBILE
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Updated for lighter weight and greater stability!

■ 200 pounds less weight

thanks to redesigned rocker beams and method of mounting

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new 9-leaf spring pile has greater stability due to low height

■ retains same basic design that has given superior performance for 14 years

- Famous rocker beam suspension balances braking shocks, eliminates hopping, skipping and uneven brake wear which causes tire "cupping."
- Pre-lubricated phenolic resin bushings end frequent greasing... have large surface area to reduce wear.
- Horizontal radius rods insure proper axle alignment, eliminate "dog tracking."

TRAILMOBILE INC.

Cincinnati 9, Ohio • Springfield, Missouri • Longview, Texas • Berkeley 10, California

TR-790



Left: Northwest's vulcanized fibre shipping cases come in a variety of sizes geared to meet the air carrier's shipping needs. Below: telescoping, the containers may be expanded or contracted, as the need arises, quickly & easily.

Northwest's answer to shipping damage: vulcanized fibre containers



● Super-sensitive electronic components require foolproof packaging, if they're to arrive at their destination in A-1 condition. That's why Northwest Orient Airlines is now using a sturdy, telescoping vulcanized fibre instrument case to ship its electronic equipment to its far-flung facilities.

Under the carrier's former packaging setup, the transmitters, receivers and other units needed to keep a major airline flying high were shipped from Northwest's St. Paul overhaul base to line stations in expensive, specially-constructed boxes. Because these devices vary radically in size and shape, each outbound component required a tailor-made container.

Result? You guessed it. Since each specially-designed case cost Northwest anywhere from \$35 to \$50, packaging expenditures under the former system were sky high. What's more, despite their high cost, the containers were proving to be far from adequate, in so far as their dependability and protective ability were concerned. Damage to costly electronic components was heavy. And screws

and metal corner strips, holding the Northwest containers together, were wreaking havoc with the carrier's passenger luggage.

Appalled at its mounting packing expenditures and damage, Northwest launched an intensive search for a new and more effective shipping container. What it finally came up with was the heavy-duty vulcanized fibre case it is now employing with such great success.

The new unit has worked wonders for Northwest. For one thing, since it's a telescoping container which may be expanded or contracted to accommodate virtually any sized device, Northwest no longer has to create a special box for every outbound piece of equipment. Three key case sizes now handle nearly all the items the carrier ships to its stations.

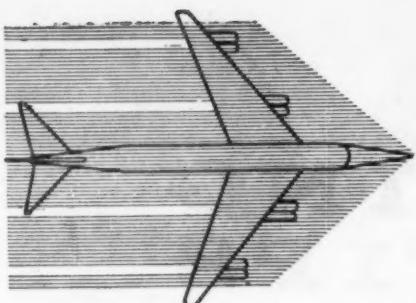
In addition, the vulcanized fibre case costs about half as much as Northwest's former packaging and weighs 50% less, while affording in-transit components far greater protection than its predecessor.

Luggage damage has also been KOD by the airline, thanks to the

new case. There are no screws and metal strips on the container which may break loose and damage passenger property. And the unit's smooth, vulcanized fibre surface eliminates scratching and scuffing.

Preparing a piece of equipment for shipment in a vulcanized fibre case, Northwest reports, is a snap. The unit is merely placed in the container—cradled against vibration and shock by a cushion of packaging material at the top and bottom. The case itself is then compressed, with straps, to hold the shipped component securely in place; checked; and sent on its way, in only a fraction of the time required under Northwest's discarded method.

Says W. J. Smith, Northwest's Supervisor of Shipping and Receiving Operations: "Besides savings in costs and better wearing qualities, our telescoping containers treat our instruments right. Over the months and in countless shipments, not one of our electronic components—packed in a vulcanized fibre container—has failed to reach its destination in top-notch condition."



AIR CARGO NEWS

Here comes the Douglas DC-8! With the Boeing 707 already flying the world's major cargo and passenger airlanes, the DC-8 will make its commercial debut early this fall. United Air Lines will be the first to use the super-powered, 590-MPH jet, when it inaugurates nonstop DC-8 service between New York-San Francisco-Los Angeles on September 18th.

Other carriers, now making ready to "jet up" and go with DC-8s: Delta Airlines; Japan Air Lines; KLM Royal Dutch Airlines; Alitalia; Eastern Airlines; National Airlines; Olympic (Greek) Airlines; Pan American World Airways; Panagra; Scandinavian Airways System; Swissair; Trans-Canada Airlines; and Trans-Caribbean Airways.

Lufthansa German Airlines, Air France, Sabena Belgian World Airlines and Alitalia are integrating their international cargo operations. Establishing a combine (official designation: Airunion) the four leading European carriers will "cooperate closely in the future on all global routes they now fly individually." Exception: flights within the French Commonwealth.

Airunion's GHQ will be located in Paris. The combine expects to swing into high gear sometime next spring or summer.

The group's goal: to produce international ton-miles to sell to Airunion and to pool cargo revenues. These revenues, under the Airunion program, will be distributed to participating carriers in accordance with the volume of their services.

Expanding its sky freight service in the New York area, the British Overseas Airways Corporation has established a new downtown Manhattan cargo receiving station at 11 State Street. Consignments received at the station will be processed, ground-hauled and loaded aboard out-bound aircraft the same day . . . Seaboard & Western Airlines has opened a new regional sales office at Washington's National Airport.

Want to slash red tape and transport your air cargo to Argentine customers with a new ease and efficiency? A new folder—the first in a series designed to cover every country in South America—will show

you how. Published by Pan-American Grace Airways, the pamphlet is chock full of air shipping tips, ranging from the preparation of documents to the general and specific commodity rates governing air shipments to Argentina. For your free copy, write to Panagra, 135 East 42nd Street, New York 17, New York.

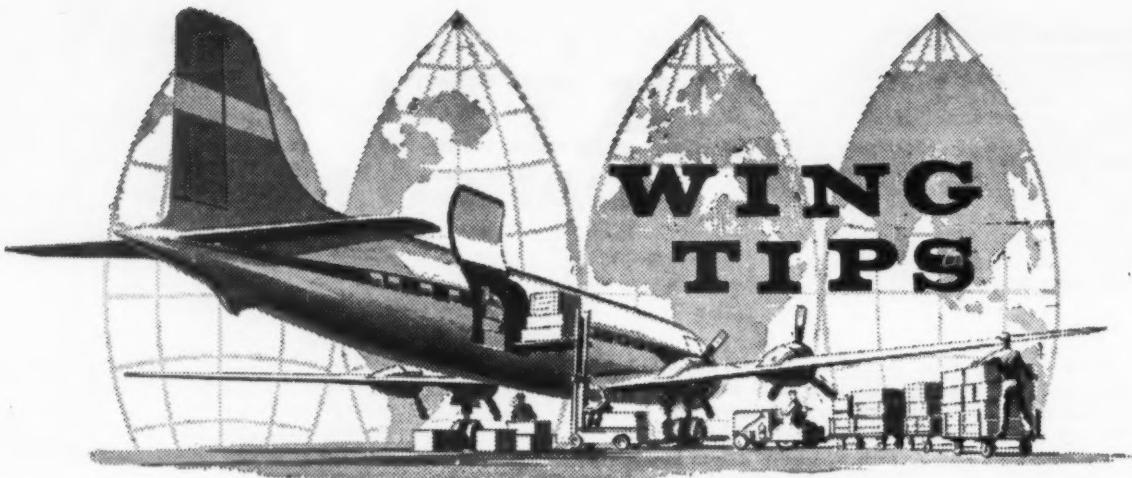
Shipping Management-National Hi-Way Shipper has been informed that Slick Airways would like to jump back into the scheduled air freight field. The carrier reportedly is interested in a strictly limited sky cargo operation—initially, at least—which would link New York and the West Coast, with no more than two stops in between.

United Air Lines has inaugurated direct, non-stop DC-7 cargo-and-passenger flights between Chicago and Hartford-Springfield . . . American Airlines has launched daily Boeing 707 jet service between New York and Dallas.

For your address book: Japan Air Lines has opened a new office in Cargo Building #84, New York International Airport; Mexicana, at 510 West 6th Street, Los Angeles . . . Trans World Airlines has added another Boeing 707 New York-San Francisco flight.

A souped-up American Airlines jet has set a new New York-Los Angeles speed mark. The mammoth Boeing 707 transport recently covered the distance (2,469 statute miles) in an incredible 4 hours and 46 minutes. Average speed for the hop: a sizzling 516 mph.

One-day jet cargo service, between a number of key points in the Americas, has been inaugurated by Pan American World Airways. The carrier's new flight schedule is expected to "supply new impetus to traffic between the United States and Venezuela, Paraguay and Argentina." . . . UAT-French Airlines has boosted its service between France and Tripoli with an extra flight per week. En route stops: Nice and Corsica.



With the Jet Age flying high, more and more top-notch former passenger planes are being converted into roomy, modern cargo carriers. Latest air freight hauler to hop on the bandwagon is United Air Lines, which has just announced the signing of a contract with the Douglas Aircraft Company for the conversion of six DC-7s to all-cargo carriers. Since each of the projected cargo-planes will be capable of carrying up to 32,000 pounds of freight, express and mail, UAL estimates that the conversion of the DC-7s will boost its Cargoliner lift by a whopping 93%.

Olympic Airways, moving to the fore as a leading international sky freight carrier, has increased its London-Rome service in both directions. New total number of flights per week: 14. Aircraft: DC-6Bs . . . The "honeymoon" is over for REAL and TSA-Transcontinental. Effective this month, the airlines will discontinue their pool agreements and will establish separate offices in cities where they are currently sharing facilities.

The biggest boom in air freight's history is just around the corner. So says Willis G. Lipscomb, vice president of Pan American World Airways, who predicts that "the next revolution in commercial aviation will take place in the field of air cargo."

Within the next decade, Mr. Lipscomb points out, air cargo revenues may well surpass carrier income derived from passengers. The PAA executive warns, however, that before this happens, air freight will have to tackle three big problems:

- Improving packaging, loading and unloading procedures—possibly through an all-out unitization program.
- Reducing rates, so that air cargo will become more attractive to shippers in a greater number of industries.
- Developing aircraft specifically de-

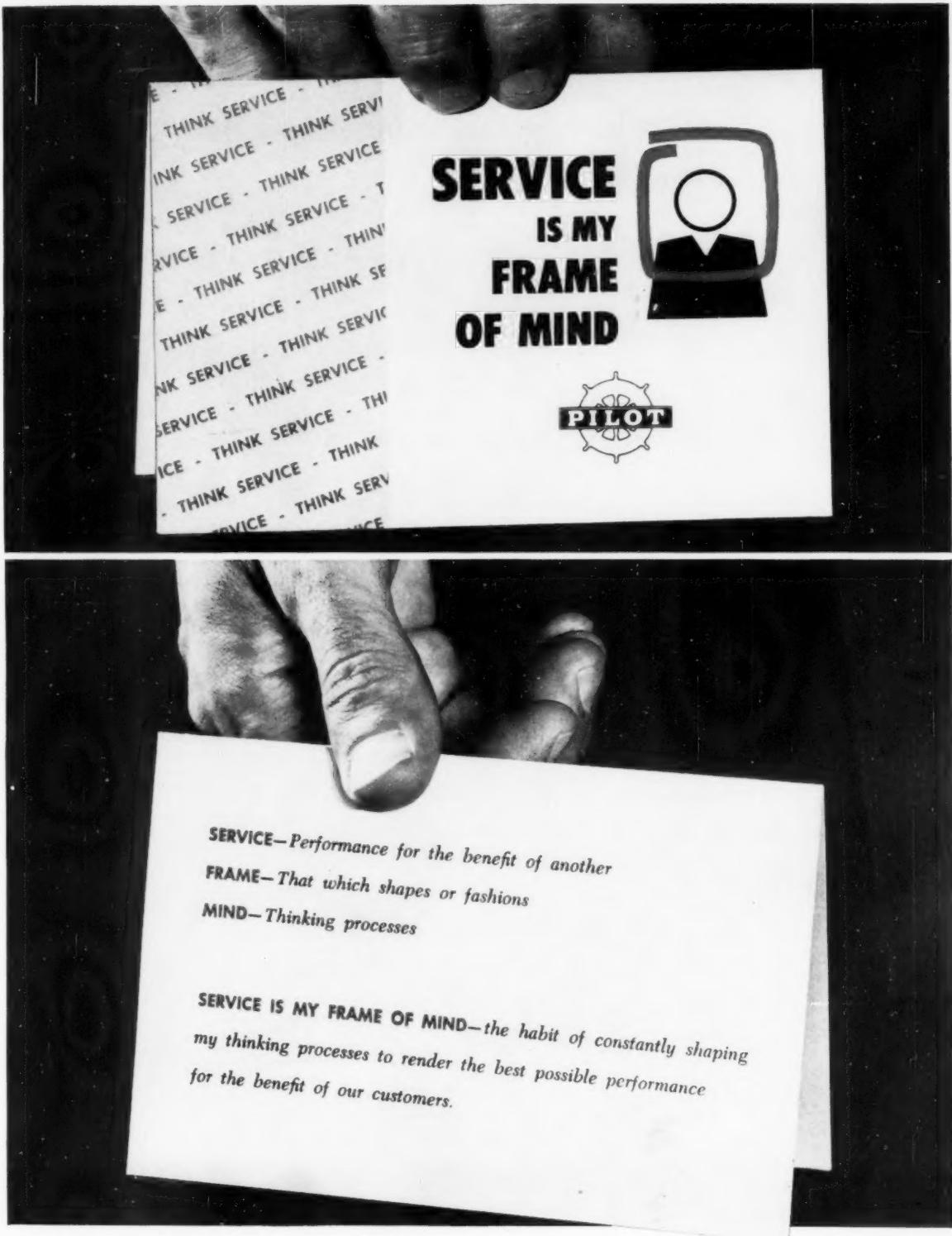
signed for cargo hauling — instead of re-converting passenger aircraft, which, despite the most ingenious conversion blueprints, never quite fill the bill.

1959's Elmer A. Sperry Award, "for outstanding achievement in the field of transportation," has been bestowed on Britain's de Havilland Aircraft Company, Limited, builder of the Comet—the world's first commercial jet transport . . . AVIANCA (Columbian National Airways) has upped its cargo-passenger service substantially. The carrier is currently offering daily Constellation flights linking New York and Bogota, via Jamaica and Barranquilla. New York International departure time: 10 AM. Also underway is AVIANCA's new Monday-Wednesday non-stop service from New York to Kingston, Jamaica, and Monday-Thursday flights from New York to Bogota, via Miami.

It's full speed ahead for Quantas Empire Airways' jet service from Australia to the U. S. Off to a good start last July 25th, Quantas is now operating trans-Pacific hops on a weekly basis. Projected schedule: four trans-Pacific flights per week—two continuing on from San Francisco to New York and London.

Problem: slashing inventory to a minimum, yet maintaining a rugged production schedule—even in the face of frequent vendor delays. The Garrett Corporation AiResearch Manufacturing Division's answer: speedy air freight.

All critical components needed by AiResearch are now being transported from suppliers to the Garrett Division via air cargo. Result? Vital parts are being delivered swiftly and smoothly; inventory costs have been rolled back; and transport and storage expenditures have been cut sharply.



SERVICE—Performance for the benefit of another
FRAME—That which shapes or fashions
MIND—Thinking processes

SERVICE IS MY FRAME OF MIND—the habit of constantly shaping my thinking processes to render the best possible performance for the benefit of our customers.

Pilot Freight Carriers

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CHECK NO. 8 ON HELP-O-GRAM CARD

September, 1959



WHAT THE NS SAVANNAH MEANS TO SHIPPERS

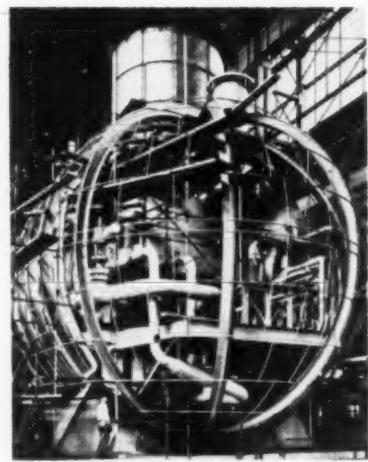
Advanced concepts, equipment and procedures are hurtling freight transportation forward into a new era of super-speeds, efficiency, capacity and utility.

The Jet Age is already revolutionizing air cargo. Faster, more powerful, roomier over-the-highway vehicles are doing the same for motor freight. And now, with the launching of the NS *Savannah*—the world's first atom-powered cargo vessel—marine transportation is about to undergo its most startling transformation since the development of the steam engine.

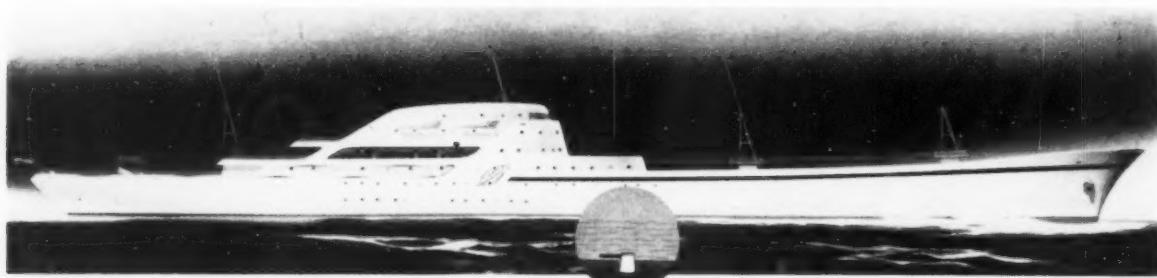
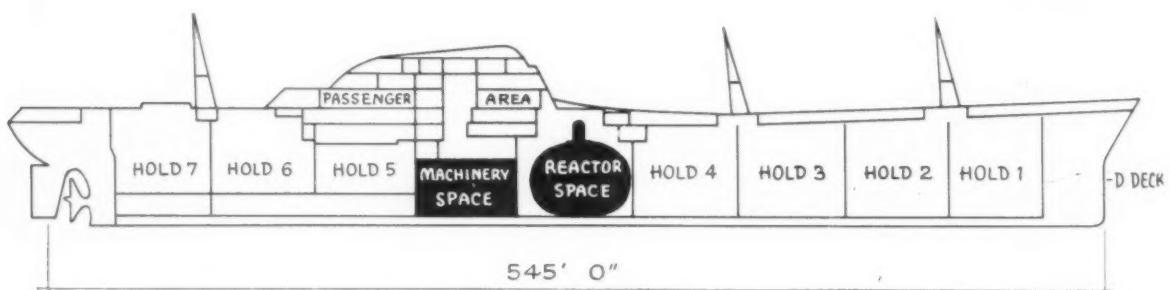
Breathtaking in design and concept, the *Savannah* is certain to exert an enormous impact on shipping, ocean transport procedures and the

techniques utilized by water shippers in the years ahead. True, the vessel is a strictly experimental one. Nuclear power on the high seas is nowhere near the stage of development that jet air cargo has reached. But it is on the way and is more than worthy of the attention of water carriers and shippers alike.

As Louis E. Wolfson, chairman of the board of the New York Shipbuilding Corporation—the firm constructing the *Savannah*—put it recently, "The NS *Savannah* is an immensely important development. Its construction means much more than just life for one new ship. It means the birth of an entirely new era for merchant shipping—and new hope the world over for the furtherance of



Top: NS Savannah's atomic power plant. Center: official layout of the vessel. Bottom: inset shows gyrofin stabilizer, designed to keep the Savannah from rocking wildly in a heavy sea. Meaning to shippers? Reduced damage to cargo.

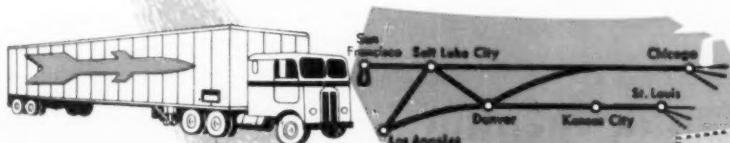


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September, 1959

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nuclear power for peaceful purposes."

Briefly, what are the *Savannah's* most outstanding features? What new techniques in cargo transport, loading, handling and stowage does it incorporate? How will vessels trailing in the *Savannah's* wake expedite the movement of waterborne freight, ease marine shipping problems and provide the shipper with better, more effective ocean service?

Heart of the NS *Savannah*, of course, is its massive nuclear power plant. Developed by the Babcock & Wilcox Company, the *Savannah's* reactor is "an advanced-design, pressurized water type, with fuel elements enriched to about four percent uranium 235." (In effect, the vessel's reactor is of the same design as those currently powering the submarines *Nautilus* and *Skate*.)

12,000 tons. Horsepower: 20,000 shp. Speed: 21 knots. Cargo capacity: 10,000 tons.

range: 300,000 miles

Endowed with its nuclear reactor, the *Savannah* will be able to cruise over 300,000 nautical miles without refueling!

Hand in hand with its nuclear power plant, the *Savannah* incorporates a number of other features of keen interest to the shipper. For one thing, its cargo gear is the most modern, most efficient ever designed for a merchant ship.

Basically, it is what is known as a "modified burtoning rig," based on a system developed by Francis Ebel of the U. S. Maritime Service. Unique in appearance, the system utilizes pipe sections rather than mast and kingpost. Its design makes it possible for two deckhands to unstow position booms in less than an hour. Expected result: faster handling; reduced loading damage; greater efficiency.

Still another key advance incorporated in the design of the *Savannah* is the vessel's gyrofin stabilizers. Produced by the Sperry Rand Corporation, these minimize the rolling of a ship in a heavy sea. As a result, cargo carried by the vessel will be afforded greater in transit protection—even in the worst weather.

reactor 100% safe

Tested repeatedly, the reactor has been found to be 100% safe. It is surrounded by a primary shield of lead 17 feet high and a steel tank with an annular water space of 33 inches. The reactor also has a secondary shield of lead, polyethylene, concrete and water weighing 3,000 pounds.

Statistically, the *Savannah* is 595.5 feet long and has a 78 foot molded beam. Its displacement, fully loaded: 22,000 tons. Unloaded: about

Lark-Davis cashes in on "impulse" purchasing by speeding racing cars to customers via air cargo

Manufacturing a whole host of sleek, speedy junior racing cars, the Lark-Davis Company of Great Neck, New York, depends heavily on "impulse" buying for many of its sales. In order to catch prospects while they're still hot, the firm ships its vehicles via air cargo. Result? Dealers may promise overnight delivery and get customers to sign on the dotted line while they are still in a buying mood.

drastically. Pint-sized racers are driven right into outbound aircraft and travel uncrated in complete safety. Thus, Lark-Davis saves \$20 in crating and labor costs on every vehicle it transports by air.

other advantages

Aside from the key role sky freight plays in Lark-Davis' sales, it is also providing the company with a number of other important advantages. For example, air cargo has made it unnecessary for Lark-Davis dealers to carry large car inventories. All they need are a handful of sample stock cars to show their customers. In addition, sky freight has sliced Lark-Davis' handling and crating costs

motor carriers given right to utilize microwave radio

Motor carriers may now establish their own microwave facilities and get together in joint ventures to use microwave radio for voice, record and facsimile communication between terminals. Permission to do so was granted by the Federal Communications Commission in a recent report and order dealing with frequency allocations above 890 megacycles.

Meaning to shippers? Faster reports, in the future, on the disposition of their in transit goods and speedier pickup and delivery service.

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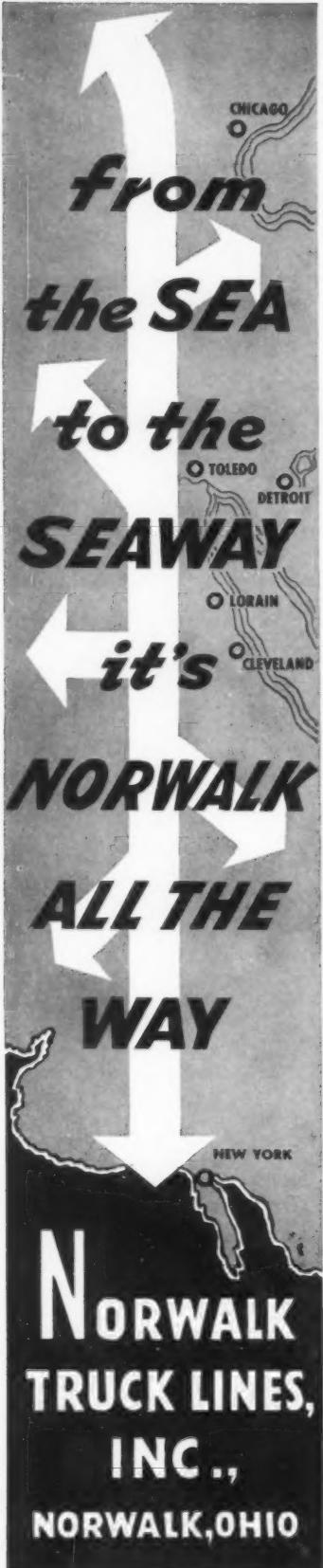
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CHECK NO. 12 ON HELP-O-GRAM CARD

INTIMATE

notes

...OF EMINENT PEOPLE

By CURTIS C. STEWART

And now for a look . . . Los Angeles come October 18, the opening of the 26TH ANNUAL CONVENTION OF THE AMERICAN TRUCKING INDUSTRY . . . America's finest will be there . . . **BROBOST (RAY)** elevated to Director of Sales and Traffic, COOPER JARRETT, INC., hdq. Chicago . . . **WILLIAMS (JOHN E.)** joins sales staff CONSOLIDATED FREIGHTWAYS, hdq. Los Angeles . . . **JONES (Howard W.)** appointed Traffic Manager, DIAMOND ALKALI, hdq. Cleveland . . . **LUDOVICE (WILLIAM "BILL")** elevated to District Sales Manager, CENTRAL MOTOR LINES, hdq. Chicago . . . **ENGELBRECHT (HAROLD)** joins sales staff, SOUTHERN-PLAZA, hdq. Chicago . . . **GREEN (JACK A.)** appointed General Traffic Manager, GARRETT FREIGHTLINES, INC., hdq. Pocatello . . . **WALSH (JAMES J.)** assumes duties General Traffic Manager, HUDSON PULP AND PAPER CORP., hdq. New York . . . **STEWART (THOMAS C.)** appointed General Traffic Manager, HOTPOINT COMPANY, hdq. Chicago . . . **MC NAMEE (ROBERT E.)** joins sales staff, INTERSTATE MOTOR FREIGHT SYSTEM, hdq. Cincinnati . . . **BEARDSLEY (PETER T.)** named General Counsel, AMERICAN TRUCKING ASSOCIATIONS, hdq. Washington, D. C. . . . **REBNY (ROBERT W.)** named Director of Finance and Accounting, COOPER JARRETT, INC., hdq. Chicago . . . **MURPHY (JOHN D.)** appointed District Sales Manager, GATEWAY TRANSPORTATION COMPANY, hdq. Cleveland . . . **DAVIAN (ALFRED S.)** elevated to Traffic Manager, THE MENNEN COMPANY, hdq. Morristown, New Jersey . . . **MULLINS (JAMES R.)** appointed General Manager, TENNESSEE MOTOR TRANSPORT ASSOCIATION, hdq. Nashville . . . **ST. JEOR (C. E. "ELMO")**, INTERSTATE MOTOR LINES' fast-moving Sales Director, is a student of "TINTINNABULATION" . . . **RATLEDGE ("HERB")** joins sales staff RISS AND COMPANY, hdq. Chicago . . . **DIEP-**

HOUSE (SIDNEY), well-known mid-west motor carrier exec., moves into retirement, Clearwater, Florida . . . **BURNS (JAMES J.)** elevated to Terminal Manager, CONSOLIDATED FREIGHT COMPANY, hdq. Saginaw . . . **CORNISH (CABELL), T. S. C. MOTOR LINES** exec., writes us in Spanish from Guatemala. What gives ??? . . . **MC NAMARA (JACK L.)** elevated to Vice President-Sales, RED STAR TRANSIT CO., hdq. Detroit . . . **HANKINS (V. L.)** appointed Traffic Manager, RUDY PATRICK SEED COMPANY, hdq. Kansas City . . . **MC GRATH (JOHN J.)** promoted to District Manager, SUPER SERVICE MOTOR FREIGHT CO., hdq. York, Pennsylvania . . . **GEISER (GEORGE T.)** appointed Traffic Manager, WESTINGHOUSE ELECTRIC CORPORATION SUPPLY DEPOT, hdq. Columbus, Ohio . . . **SLOAT (GEORGE)** named Vice President-Sales, MERCHANTS EXPRESS, INC., hdq. Los Angeles . . . **NEWTON (J. O. "JIMMY")** elevated to District Sales Manager, JOHNSON MOTOR LINES, hdq. Charlotte . . . A note of interest to the Nation's Shippers, Claim Prevention experts have reduced freight claims for loss and damage by 38% in the past twelve years . . . **STOLL (ROBERT J.)** named Traffic Manager, CALIFORNIA PORT AND TERMINAL BUREAU, hdq. San Francisco . . . **MC REYNOLDS (J. R.)** named District Traffic Manager, YOUNGSTOWN SHEET AND TUBE CO., hdq. Youngstown . . . **NEWBOLD (JAMES K., JR.)** named General Traffic Manager, EAST TEXAS MOTOR FREIGHT, hdq. Dallas . . . **MURDOCK (ERNEST J.)** joins sales staff T.I.M.E., INCORPORATED, hdq. Los Angeles . . . **MOORE (HAROLD A.)** elevated to National Traffic Director, STANDARD REGISTER COMPANY, hdq. Dayton . . . **SMITH (COLIN F.)** joins sales staff KRAMER BROS. FREIGHT LINES, INC., hdq. Cleveland . . . **KOLB (CHARLES R.)** named Southeastern region Sales Manager, TRANSCON LINES, hdq. Atlanta . . . **BAHL (JOHN W.)** named TM, TRUE TEMPER CORP.



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CHECK NO. 5 ON HELP-O-GRAM CARD

September, 1959

WHICH MARK IS YOURS?



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DURABLY MARKED—is the address weatherproof and permanent?

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MARSH

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Pin to letterhead and mail for free booklet and sample stencil of your name.

NAME _____

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CHECK NO. 14 ON HELP-O-GRAM CARD

22

D. R. Dominie's

LISTEN, MR. TRAFFIC MANAGER

A Traffic Department's greatest allies in maintaining good customer relations regarding transportation problems can be the company's own field representatives or district sales offices.

In most large companies the Traffic Department is usually far from the actual dealers' stores and therefore the problems which arise are either not reported to it or are reported by the dealers in such a way that the issue is clouded and a satisfactory solution is difficult.

reps as listening posts

Field or sales representatives have intimate contact with the dealers and often become listening posts when things go wrong. If these field representatives can be instructed in some of the phases of traffic and transportation, many dealer problems can be solved on the spot and the dealer's respect for the company will be greatly increased. Lack of knowledge by the field representatives can have the opposite effect and plunge the dealer into more difficulty and less respect for the company from which he is purchasing his material.

The representatives do not have to be thoroughly familiar with all aspects of transportation but they should have a working knowledge of the problems they are likely to run up against in liaison with dealers.

The subject of claims, particularly those resulting from pilferage or damage, can usually be handled by a field representative far more adequately than by the Traffic Department and the dealer.

We have a recent example which points out the problems arising from lack of knowledge about how to handle such an incident. A dealer in a large metropolitan area received a shipment which contained more cartons than he should have received, but he was short some of the merchandise for which he was invoiced. At this point, the dealer, if he had any knowledge of traffic procedure, should have called the carrier immediately and had an inspection report issued.

(Continued on page 34)

How "tomorrow's" conveyors streamline warehousing at GE

The General Electric Company's motto is, "Progress is our most important product." And nowhere has the firm lived up to its motto with more spectacular results than at its ultra-modern Appliance Park storage-shipping center in Louisville, Kentucky.

Described by experts as "the ultimate in efficient, cost-cutting distribution facilities," the Appliance Park unit is a TM's dream. The result of the most intense analysis of current warehousing concepts and equipment and painstaking planning, it features one of the world's most advanced automatic conveyor systems.

Key components of the system: a high-speed main-line conveyor and a

series of well placed spurs. One branch line, in the middle of the warehouse, handles appliances for storage. A second services the center's 400-foot-long truck dock. And seven others perform a variety of tasks essential to the success of the GE storage-shipping operation.

In a nutshell, here's how the conveyor network works. Inbound from production, crated appliances enter the warehouse on a live conveyor roller (elevation: 22 feet) in groups or trains. The distance between head end and head end is maintained at about 60 feet. Maximum length of these trains: 35 feet. Minimum: 27 inches.

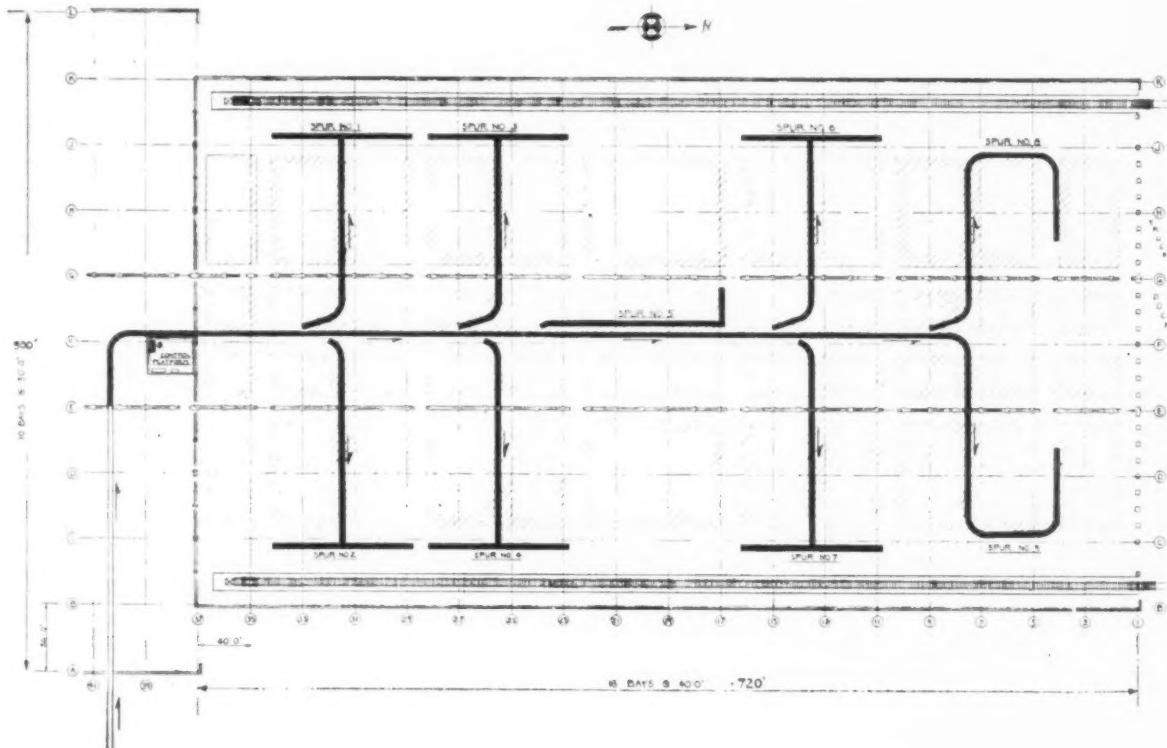
At the head of the main-line con-

dispatcher decides—by noting the conveyor, warehouse-bound appliances pass a control booth. Here, an experting on each train and by checking a predetermined loading schedule—where each train is to go. Actually directing merchandise-laden trains to their destination is a snap. The dispatcher merely presses a button and an extraordinary conveyor "memory system" takes over and guides the trains to their appropriate positions.

This "memory system" is a fantastic electronic marvel, developed by General Electric itself. It's unique in a variety of ways.

For one thing, it is not dependent on a time-based system of control. As a result, it retains the vital facts

Diagram shows General Electric conveyor system's "main line" and spurs.



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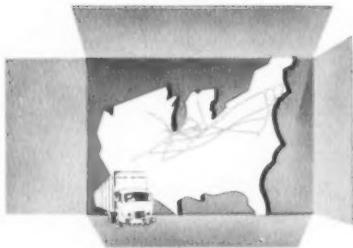
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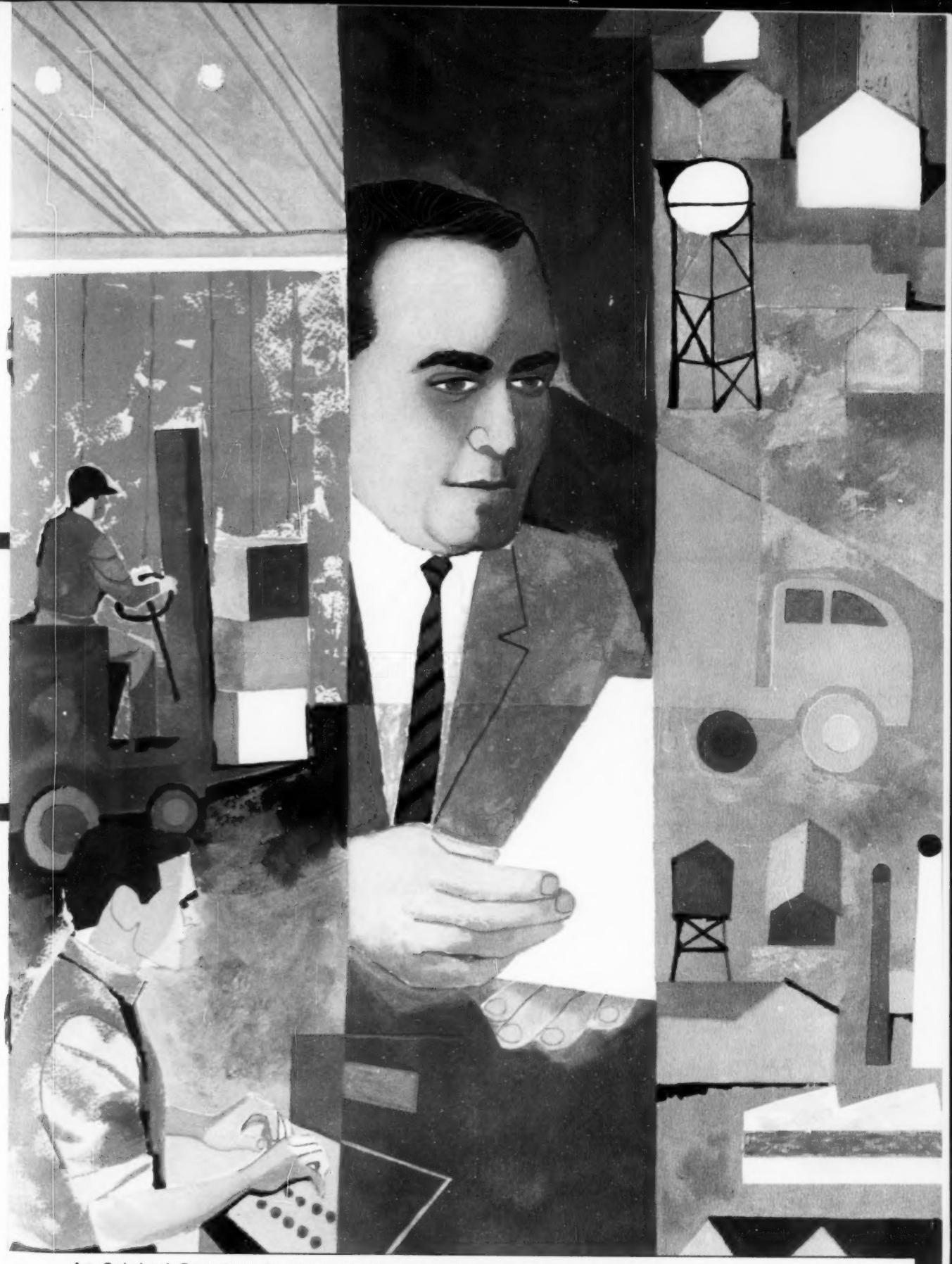


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An Original Spectura by Jack Smith painted expressly for Spector Freight System, Inc.

and figures it has been fed through overnight shutdowns or even shutdowns of longer duration.

In addition, the Appliance Park conveyor "memory system" is not-as are many conveyor "brains" in use today—"sensitive" to loss of power or other operational mishaps. Since it can effectively retain information it has stored, even when it is interrupted in its work, mechanical failures in the conveyor line it controls do not throw it out of whack. Trains, stopped on the mainline because of a breakdown, are sent on their way without redirection the moment the mechanical difficulty is uncovered and the conveyor system is put back into operation.

Uncovering the cause of a conveyor breakdown, moreover, is a relatively simple task at Appliance Park. Reason? GE has incorporated a fault-finding, trouble-shooting device right in its conveyor setup.

Located in the dispatcher's office is a five foot facsimile of the conveyor system, engraved on plastic and illuminated by 370 lights. Each

light stands for a limit switch, drive, photo-electric cell, or other vital conveyor component.

When the conveyor system is operating properly, all lights are on. Should a fault occur on the mainline, however, the system shuts down and all lights go off on the fault-finder panel.

The dispatcher then throws a master selector switch to "Test Run" and pushes his "Start" button. All components in good working order immediately resume operations; lights come on for all these operational devices; and the faulted area—which does not light up the board—may be seen at a glance. The dispatcher may then remove the faulted section from operation and restore all operational sections to full use while repairs are made on the malfunctioning component.

How long does it take an operator to detect a fault? Extensive tests, GE officials report, have revealed that it takes an experienced employee less than 30 seconds to locate the trouble, isolate the faulted section and return

the balance of the system to use!

Once past the control booth and in the hands of the conveyor "memory system," appliances are handled quickly, smoothly and efficiently. The elevated conveyor which brings trains of appliances into the warehouse at an elevation of 22 feet continues past the control booth. It then drops down to a section of slat conveyor, which levels the trains out at an elevation of 16 feet—the elevation of the live roller main-line.

Goods travel along the main-line until they reach their appropriate spurs. Leading to the truck dock is a live roller unit, which eventually becomes a gravity roller line, equipped with kicker devices, designed to keep appliances moving smoothly.

Outbound appliances are then removed from the conveyor, loaded aboard waiting over-the-highway vehicles and sent on their way—the culmination of a high speed storage-handling-shipping operation which has made GE's Appliance Park facility a model of distribution efficiency.

Traffic Survey:

TM'S RANK MAINTENANCE OF SPEEDY DELIVERIES AS KEY TRAFFIC JOB

How do traffic managers view their assignments? What do they regard as their single most important function?

Recently conducted by *Shipping Management-National Hi-Way Shipper*, an extensive poll of leading TMs reveals that the traffic executive today feels that his key task is ensuring the fastest possible delivery of his firm's goods.

As F. H. Coogan, traffic manager at the Graybar Electric Company, explains it: "Getting our merchandise out to customers as rapidly—and, of course, as economically—as possible is the primary aim of our traffic department. Shipments in the hands of carriers do us no good. It is only when outbound merchandise is actually delivered to the customer that we have fulfilled our obligation. Only then are goods paid for. And only then is the business transaction completed."

S. De Luca, traffic manager at the Aircraft Hardware Manufacturing Company, also regards fast deliveries as a major objective of his depart-

ment. Nearly as important, in Mr. De Luca's estimation, is seeing to it that Aircraft's rate setup is as favorable to the firm as possible.



At the Macmillan Company, meanwhile, M. Stutano likewise lists the establishment and maintenance of rapid-fire deliveries as an all-important part of his job. To this end, operating out of Macmillan's new and ultra-modern \$2 million distribution center in Delran, New Jersey, Mr. Stutano and his aides adhere rigidly to a 24-hour-order-to-delivery shipping schedule.

While ranking speedy deliveries as a "must," J. Lavay, traffic manager at Coty, Incorporated, lists three other tasks as equally important facets of his assignment.

Says Mr. Lavay: "In an industry as competitive as ours, directing shipping operations so that costs are kept to a minimum; specifying the manner in which shipments leave our plants; and ensuring the security of these shipments are major assignments vital to the well-being of our company."

What do you think is the most important traffic function you perform? Do you agree with the TMs polled? Or would you rank other facets of your assignment ahead of the maintenance of a fast delivery schedule?

We'd like to know and will be happy to publish your comments. Write to: Traffic Survey, *Shipping Management-National Hi-Way Shipper*, 425 Fourth Avenue, New York 16, New York.



NEWS you can use

wirebound pallet bins handle 3 key jobs at Owatonna Tool

Here's versatility-plus! Wirebound pallet bins are used for three very different tasks at the Owatonna Tool Company. First, the units are employed in the shipment of parts from suppliers to the Owatonna plant. Second, they serve as handling containers in the movement of materials between the firm's production and assembly areas. And finally, they are utilized as storage containers for finished and semi-finished goods.

In addition to their versatility, the bins are proving themselves to be mighty effective space boosters. Because of their strength and design, they may be stacked—even laden with heavy merchandise—five and six high in Owatonna's warehouse. Result? The firm has upped its available storage space substantially by using its storage cube, as well as its storage area, to fullest advantage.

new wheel curbs floor damage at Penn. Storage warehouse

Shipping and storage area floors cracking and chipping? Then take a tip from New York's Pennsylvania Storage Warehouse Company. Fit your rolling equipment with a brand-new kind of wheel, now being marketed, made of a wonder-working polyurethane elastomer.

Resilient, highly resistant to abrasion and capable of handling heavy loads, wheels made of PE are easy on floors. After three months of intensive tests, Pennsylvania recently reported that its floors—even its most heavily traveled floors—were in A-1 condition, as compared with the damage that used to be caused during a similar period by the wheels formerly employed by the firm.

What's more, after three months of use, the wheels themselves were also in top-notch condition, showing no appreciable wear, no scuffing and no significant reduction in diameter.

Meaning to the user? A two way saving—reduced floor maintenance and lower wheel replacement costs.

translucent panels expedite Marshall-Wells' warehousing

Light-boosting translucent fiberglass panels are sparking operations at the mammoth Winnipeg warehouse of the Marshall-Wells Company.

The largest single-story storage center in Canada, the 288,000-square-foot warehouse is said to be one of the best illuminated structures in the world. And no wonder! The unit features seven skylights (each 345 feet long and 6 feet wide) in its roof; two 80-foot skylights over its truck court; and almost 600 feet of clerestory glazing between roof levels.

Installed at a cost of \$32,000, the fiberglass panels have long since paid for themselves in increased warehousing efficiency and fewer employee accidents. An added advantage: so much light enters the warehouse through its translucent fiberglass panels that more than 85% of the building does not require artificial lighting.

Westmoreland cuts costs with new corrugated "barrel pack"

Shipping efficiency is up and packaging costs are down at the Westmoreland Glass Company. Reason? The Grapeville (Pa.) concern is now shipping its handmade glasses and quality tableware in a unique corrugated "barrel pack."

Octagonal in shape, the container has die-cut tabs protruding at the top and bottom. Setting it up is a snap.

An octagonal recessed pad is first placed at the bottom of the carton for added cushioning and rigidity.

The tabs are then inserted through die-cut slots in the lid and folded over the outside of the carton. Steel strapping is applied to hold the lid in place; the container is filled; the top is closed; and the outbound merchandise is sent on its way—in only a fraction of the time formerly required by Westmoreland's discarded packaging procedure.

In addition to stepping up the processing of its outbound orders, Westmoreland's "barrel pack" has provided it with a number of other important advantages. For one thing, the container has lowered the company's tote weight charges substantially. And, for another, since the "barrel pack" may be shipped knocked-down-flat, Westmoreland has been able to slash the space it formerly needed to store its empty containers.

Rich-O KOs shipping damage with polyethylene-lined box

Polyethylene-lined corrugated cartons are the Rich-O Company's answer to skyrocketed loss and damage.

The Minneapolis producer of fruit concentrates used to package its products in bulky, highly breakable glass bottles. Heavy in transit damage, high shipping charges and constant complaints from customers, however, forced it to look for another, more effective method of packing its goods.

What Rich-O eventually came up with was its present leak-proof corrugated container, with a lining of dependable polyethylene film. The result of the company's switch from glass to corrugated? Breakage has been reduced to less than one carton per thousand gallons; freight costs on out-of-town shipments have been slashed by a wallop 20 cents per gallon; and customer complaints regarding the condition of their consignments upon arrival have all but vanished.

An added benefit: Rich-O need no longer bother with space-eating, problem creating empty bottles.



A palletized load of beer goes aboard an outbound truck at Dodd's delivery dock.

Cases of 16-ounce cans of beer are neatly stacked on pallets in a 5-way pattern.

Cartons of whisky are placed on conveyor line, ready for order-picking & delivery.



Mechanization boosts shipping at Dodd



When the Dodd Distributing Company of Atlanta—Georgia's largest beer distributor—moved from an antiquated warehouse to an ultra-modern, 100,000 square foot facility in mid-1957, it took a good long look at its existing handling procedures and found them as outdated as the building to which they'd been tailored.

The old warehouse was a rambling affair consisting of three separate units, each connected by a narrow passageway. Extremely limited space, low ceilings, and traffic-disrupting structural features made it virtually impossible for Dodd to effectively mechanize its handling operation and rely extensively on palletizing.

All incoming items had to be moved manually on four-wheel floor trucks from the receiving platform behind the warehouse to the storage area. Cartons of beer then had to be hand stacked. Result: Enormous handling expenditures and all too many man-hours wasted on tasks which should have been performed far more easily and quickly.

Today, however, inefficient handling is a thing of the past at the

southern concern. A pair of fork lift trucks and a set of handling techniques designed to use them to fullest advantage have streamlined the beer distributor's shipping, receiving, and storage operation, saving \$9,600 annually in overtime wages; increasing available storage space by 20 percent; slashing the firm's work force by 33 percent; and boosting the volume of goods Dodd is now able to handle by 25 percent.

In a typical unloading operation, inbound cartons of beer are stacked on pallets. These cartons are then elevated by a hand fork lift component, shifted and deposited on the receiving platform.

Ready to swing into action at this point is a powerful electric fork lift unit. It picks up the beer-laden pallets and hauls them into the warehouse. At pre-designated storage points, it then proceeds to high-stack its pallet loads of beer right to the ceiling.

handling outbound items

Outbound, Dodd's beer is handled with equal dispatch. An electric fork lift truck simply removes outbound cases from storage, hauls them to the shipping dock, and deposits them at waiting delivery trucks, where the drivers take over.

Underlying the success of the entire operation at the Atlanta warehouse is the highly effective pallet system the company has evolved for the rapid inbound and outbound movement of its products. Under this arrangement, all canned and bottled beer is transferred from point-to-point on sturdy 37" x 42" pallets. What's more, except for 12 ounce bottles of beer, everything is packed on pallets in a five-way pattern—five cartons to each pallet layer.

Dodd's 12 ounce bottles are han-



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September, 1959

29

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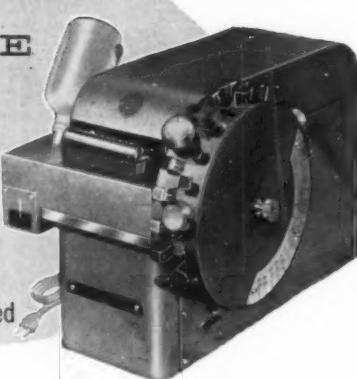
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dled somewhat differently. A seven-way pattern is employed for these.

In so far as pallet heights are concerned, all 12 ounce bottles are stacked nine high on their pallets. Quart bottles, on the other hand, are stacked five high, while seven ounce cans go seven high.

handling achievements

Underscoring just what updated handling has meant to Dodd are these figures, released recently by the company. Last year, the firm reports, it handled well over 1 million cases of beer, 30,000 kegs, and a staggering assortment of liquor.

More important, however, sales volume in '57—the year Dodd shifted to its new warehouse—amounted to \$8 million. Last year sales volume skyrocketed to more than \$10 million—a gain, Dodd Distributing officials are quick to point out, attributable in no small measure to the company's new high-speed, low-cost, mechanized handling program.

watch your set time limit when filing a damage claim

Possibly the most important requirement of a claim is that it has been filed within the time allotted by the statutes. Even when the amount is correct and the carrier is unquestionably liable, the claim must be seasonably filed.

Section 2, paragraph (b) of the bill of lading contract, which is prescribed by the Interstate Commerce Commission, states that a claim must be filed in writing within 9 months after delivery, or in case of failure to make delivery within 9 months, after a reasonable time for delivery has elapsed.

shipment delivered

When a shipment or any part of a shipment has been delivered, there is no question about the expiration of the 9 month period. A claim that is filed 9 months and 1 day after delivery cannot be paid.

If a complete shipment is lost, claims must be filed within 9 months after a reasonable time for delivery has elapsed. The carrier's ordinary time in transit between the points involved is considered a reasonable time for delivery.

For example, if a shipment is delivered to a carrier on January 2nd and the ordinary transit time is four days, a claim for complete shortage must be filed by October 6th, or it is outlawed.

... traffic news ...

Named to the newly created post of director of mail services by Seaboard & Western Airlines is K. Halliday . . . The Associated Traffic Clubs will hold its annual convention in Baltimore this month. Date: September 20th to the 22nd . . . Los Angeles is pushing ahead with its plan for the construction of a



Los Angeles terminal

new, ultra-modern \$15,000,000 cargo-passenger terminal. Target date set for the completion of the facility: 1962. Working space: Half a million square feet.

Mercury Motor Freight has made two changes in its sales department. L. R. Ramswick has been named to service south and southwest Minneapolis, while C. Masanz has been appointed sales rep for the St. Paul area . . . Guest Mexico has opened a new sales office in downtown Miami . . . The Grace Line, moving ahead with its containerization program, has placed an order for 1500 cargo containers with the Highway Trailor Company . . . P. D. Homzik has joined Bruce Motor Freight's sales staff.

Chock full of Libby-McNeill & Libby pineapple juice, two Matson Navigation Company containers recently completed a rugged sea-land trip designed to test their efficiency and economy. Picked up in Honolulu, the loaded containers were transported to Alameda (Cal.) aboard Matson's Hawaiian Refiner. From there they moved via piggy-back to Chicago. Result: speedy delivery, reduced transport costs and no damage to the Libby-McNeill & Libby consignment . . . F. Rein, formerly terminal manager in Kansas City (Mo.) for Interstate Motor Lines, has been appointed Kansas City district manager by the carrier.

Coming up next month are two meetings of keen interest to traffic-transporters
(Continued on page 41)

September, 1959

Type Stencil along with order — invoice papers

Touch Cartons and shipment is ready to go



How Weber Address Systems Help Ship "HEET"® 4 Hours After Order is Received

Using "touch-stenciling" and TAB-ON stencils integrated with order processing paperwork, the company now ships faster, more efficiently, saves time and reduces costs

DeMert and Dougherty, manufacturers of famous "Heet" gasoline additive, must schedule their production and shipping lines according to advance predictions of the winter's severity throughout most of the United States and Alaska. Every operation in the company's eleven acre plant at Cicero, Illinois is geared to speed, flexibility, and efficiency. According to the company's time standards, the order processing operation, which includes typing, routing to the traffic department, sending to shipping, addressing and loading is accomplished in less than four hours. A Weber ad-

dressing system helps them accomplish this speed . . . Weber "Tab-on" stencils are typed over the order invoice papers when the order is received. In the shipping department, the stencil is inserted in a hand-printer and all pieces of the shipment are individually addressed with a clear, sharp, permanent impression. With a smooth, one hand motion, 40 to 50 cartons per minute can be addressed. When all the shipment is addressed, the stencil is thrown away. Filing time and space are saved. For further information on Weber address systems, send the coupon below.

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A spanking new, 2,700-mile private line telephone network enables Ringsby Truck Lines to keep tabs on every consignment it transports & to provide shippers with accurate, up-to-the-minute data regarding in transit goods.

● Speedier, smoother, safer over-the-highway service. That's what's in store for the motor freight shipper—thanks to the greatest terminal building and improvement boom in trucking history.

Typical of the streamlined facilities America's leading motor carriers are raising to enhance their efficiency and break freight handling and processing bottlenecks is Eazor Express' new \$500,000 terminal in Chicago. Tailor-made to the needs of modern highway shipping, the unit may accommodate up to 50 tractor-trailers simultaneously. It contains more than 20,000 feet of dock handling space and is equipped with one of the most advanced drag-line systems in the nation.

Meaning to shippers: faster handling of their consignments, less chance of loss and damage and faster deliveries to their customers.

Elsewhere, not long ago Gordons Transports opened an ultra-modern terminal in New Orleans, which is already exerting a profound influence on motor freight shipments to and from the Deep South. Located on a 10-acre site, the building is 352' long and 82' wide and can easily handle up to 54 vehicles at one time.

The Spector Freight System—an other trucking industry pacesetter—is likewise embarked on an ambitious terminal expansion and improvement program. Aims: the improvement of service in the New York City area, through the establishment of a super-duper truck terminal in Manhattan; improvements in the carrier's existing Philadelphia facility; and a variety of other plant alterations.

T.I.M.E., meanwhile, is also in the midst of a mammoth expansion drive. In Cincinnati, the carrier recently opened a new unit geared to accom-

modate 32 vehicles simultaneously and endowed with a highly effective drag-line conveyor. The motor freight line's Oklahoma City center, opened a few years ago, moreover, is regarded by experts as one of the best designed freight structures in the country. It is 70' x 160' in area and has room for 30 tractor-trailers. What's more, it is equipped with a central dock office—located above the dock itself—from which all dock activities may be followed closely.

Other outstanding facilities raised by carriers recently include:

● Hoover Motor Express' terminal in Jackson, Tennessee. Designed to facilitate area motor freight operations, the center is endowed with a highly efficient four-wheel cart freight handling system.

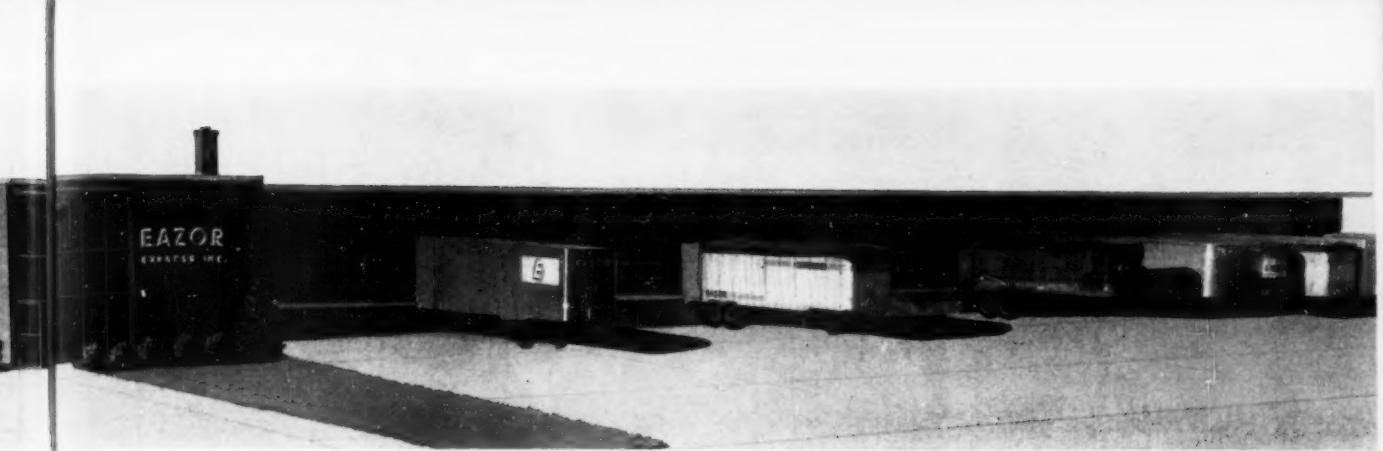
● Navajo Freight Lines' Denver GHQ. Cost: \$1 million. Special features: its T-shape, 16,000 feet of dock space; covered loading-unloading area; and room for 46 trucks.

● The San Leandro, California, terminal raised by Consolidated Freightways. Built with 80 loading bays, the center is capable of handling and processing up to 3 million pounds of freight every 24 hours.

● Knaus Truck Lines' terminal in Kansas City, Missouri. Impact: faster, more efficient over-the-highway service to and from a large area of the midwest.

● Interstate Motor Lines' new termi-

Super-efficient



terminals expedite processing of highway freight

nal and office building in Fontana, California. Modern in every respect, the facility contains 100 feet of bays; features the latest loading and handling equipment; and can be expanded to double its present size quickly and economically.

● Garrett Freightlines' ultra-modern Denver center. Featuring a 200-foot truck dock, the unit has one of the finest communications systems in the country and is equipped with an up-to-the-minute floor-type towveyor system.

● Strickland's new receiving station in the heart of New York City. Key facets: its fireproof construction; protected loading-unloading dock; 12 receiving doors.

● Interstate Motor Freight's new terminal in Bettendorf, Iowa, geared to speed the processing and hauling of freight to a vast section of Iowa and Illinois.

● Denver-Chicago Trucking's new facility in the center of Los Angeles' industrial district. Built at a cost of \$2 million, the 480' x 112' terminal can handle up to 96 vehicles at one time and is equipped with the longest dockveyor system in the Far West.

Motor carriers are on a building spree. Aim: to provide shippers with better highway service.



Top: Garrett Freightlines' up-to-the-minute Denver facility, containing a top-notch trucking communications setup. Bottom: new T.I.M.E. Cincinnati unit.



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**Johnson Motor Lines, Inc.
Atlantic States Motor Lines, Inc.**



GENERAL OFFICES: CHARLOTTE, N. C.
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Listen Mr. Traffic Manager

(Continued from page 22)

On the surface there seemed to be no evidence for a claim since the dealer received more cartons than were actually waybilled to him. Instead of calling the carrier, however, the dealer called his nearest sales representative. The representative, unfamiliar with traffic procedure, suggested that the matter be turned over to the central Traffic Department. By the time the dealer notified the Traffic Department of this mix-up, the cartons in the shipment had been destroyed and all substantiating evidence for a claim with them.

Since this was a large account and the loss was also large, it put the home office in an awkward position in trying to place the liability for this loss on the dealer. Thus, because of the ignorance of both the dealer and the sales representative, considerable handling was needed to resolve the problem. All concerned sustained a loss.

sales reps and claims

Now if the sales representative had been acquainted with the elementary rules of claims, he would have a proper inspection report made out. Undoubtedly the carrier would have found that he had mixed up shipments and that the actual loss had occurred there. A claim could have been entered and the loss recouped. Not only did this put the dealer and the shipper in an embarrassing position, but the carrier was unjustly condemned for refusing the claim.

traffic instructions

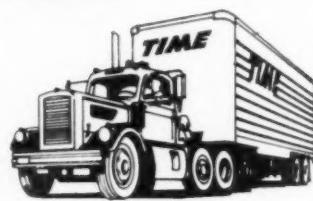
The solution to this is apparent. Traffic Departments should issue periodic instruction sheets to the sales representatives telling them exactly what to do when a local loss or shortage is reported. In this way the representative can act as a "first-aid" at the scene of an accident, since he can carry out some of the routine intermediate steps toward solving the problem before turning it over to the Traffic Department. Then we would have a clear-cut documentation for ultimate claim purposes which would go through the normal channels of claim collection with the minimum of difficulty.

✓ SEND FOR YOUR TIME SCHEDULE



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DAILY TRUCKING
SCHEDULES TO
35 STATES.



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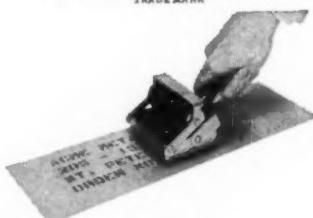
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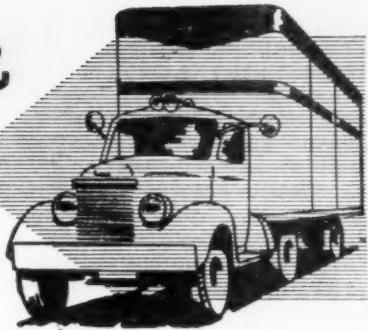


- THREE TIMES FASTER than brushing or spraying for production stenciling of cartons and boxes.
- MOST ECONOMICAL ROLLER METHOD. ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.
- PATENTED TWIN ROLLER DESIGN gives neat as print stenciled impressions in one fast stroke.
- 30 SECONDS TO INK special self contained ink roller. One inking lasts up to 1000 stenciled impressions.
- ROLL-A-STENCIL is a proven dependable product . . . WRITE FOR COMPLETE INFORMATION.

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ST. PETERSBURG, FLORIDA**

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VIA MOTOR CARRIER



The Strickland Transportation Company has been granted temporary authority by the ICC to take over the operating rights of Michigan Tri-State Express. This extension of the carrier's hauling operations now provides shippers in Detroit and Milwaukee with single line service to a variety of key points in the midwest, southwest and east served by Strickland.

Swinging into high gear on its new routes, Strickland had opened a major terminal in Milwaukee (address: 1930 South 4th Street) and in Detroit (address: 350 Dix Avenue). The carrier has other facilities in Amarillo, Atlantic City, Aurora, Camden, Chicago, Cleveland, Dallas, Fort Worth, Houston, Joliet, Little Rock, Memphis, New York, Philadelphia, St. Louis, San Antonio, Shreveport, S. Kearney (New Jersey) and Texarkana (Arkansas).

Over-the-highway shipments should skyrocket in the years just ahead. So says Neil J. Curry, chairman of the American Trucking Associations' executive committee.

Reports Mr Curry: "The increasing size of urban areas and a simultaneous growth in shipper demand for efficient, economical transport will mean more goods traveling by truck in the future. These developments, accompanied by an increase in the influence of shippers on transport trends, will mean that America's shippers will be writing a new ticket."

New forms of transportation have emancipated the population from rigid geographical patterns, the ATA official points out. Motor vehicles have made it possible to build, farm, mine, work, buy, sell and live almost anywhere. Reasons? Roads today lead everywhere.

"It is this new pattern of saturation—the fact that at least one form of freight transport can go anywhere—which will enable the shipper to write a new ticket. No longer will it be enough to offer the shipper an alternative choice of several transport methods. He is going to require the coordination of services tailored to his needs."

Moving on to future developments in motor freight equipment and procedures, Mr. Cur-

ry believes that tomorrow's trucks will be larger and will carry a higher ratio of cargo to their unloaded weight. Within as short a period as ten years, he holds, American inventors may well break through to a new kind of power supply for over-the-highway vehicles.

Concludes Chairman Curry: "I have two great convictions regarding the future of transportation in this country. One is that truck transport is going to figure more and more significantly in our economy. And the other is that there is too much good sense and too high a degree of leadership in transportation today for it to fail to produce the kind and quality of service the shipper needs.

"Whatever needs to be done to continue to give this nation the finest transport system in the world will be done. Of that I have no doubts whatsoever."

East Texas Motor Freight's new \$350,000 freight terminal in Shreveport will be open an' rarin' to go this month. The facility, ETMF reports, "will provide Shreveport with motor freight facilities to match the company's other modern terminals, extending from the Gulf of Mexico to the Great Lakes."

Located on Airport Drive, the unit is endowed with a 17,800-square foot dock and a specially developed teletype installation—said to be the first of its kind in the south. Utilizing an advanced tape transmission procedure which, reportedly, increases normal teletype speed, the system will enable ETMF to trace and confirm shippers' consignments immediately at other facilities operated by the carrier.

Other outstanding terminal features include up-to-the-minute, mechanized dock equipment and a highly effective automatic sprinkler system.

Operating out of the Shreveport terminal will be a brand-new city fleet of 12 straight trucks, six tractors and five trailers. Local shippers will also be served by ETMF's regular fleet of 200 White Diesel tractors and 443 Hi-Cube trailers.

The ICC last month OKd Consolidated Freightways' acquisition of four motor carriers. Lines involved include: Gal-

Lagher Freight (Denver); Arizona Express (Tucson); Martin Transfer (Longview, Washington); and Kenneth Poorman, Incorporated (Portland, Oregon). Also approved was Consolidated's purchase of Buckingham Transportation's international operating authority from Fargo, North Dakota, to Manitoba, Canada.

Interstate Motor Lines is adding substantially to its already sizeable over-the-highway task force. The carrier is at present taking delivery of 25 new design tractors, 40 new trailers and 25 cab-over-engine Ford trucks with Fruehauf bodies.

The newly acquired tractors, IML reports, are Peterbilts, Kenworths and White Freightliners, with Cummins turbo-charged engines, while the trailers—40-foot, high cube, aluminum vans—are Brown, Strick and Utility products.

The facts and figures are in on Neptune World Wide Moving's recent survey of its global activities. Basis of the survey: precisely at 11:29 AM on April 29th, Neptune's far-flung facilities were asked to report on precisely what they were doing at that moment.

Result? A fantastic insight into the workings of one of the world's largest moving lines. According to the carrier, at 11:29 on the survey day, here's what its employees were doing: Neptune movers were delivering a \$2 million electronic computer to the Metropolitan Life Insurance Company. The unit had to be hoisted 22 stories above the streets of Manhattan.

At the same time, some 225 different Neptune overseas shipments were enroute to or from 20 different countries; 545 consignments were on the road in the United States; and a mammoth shipment of household goods—said to be the largest ever airlifted—was on its way from New York to Caracas.

Elsewhere, the moving line was either

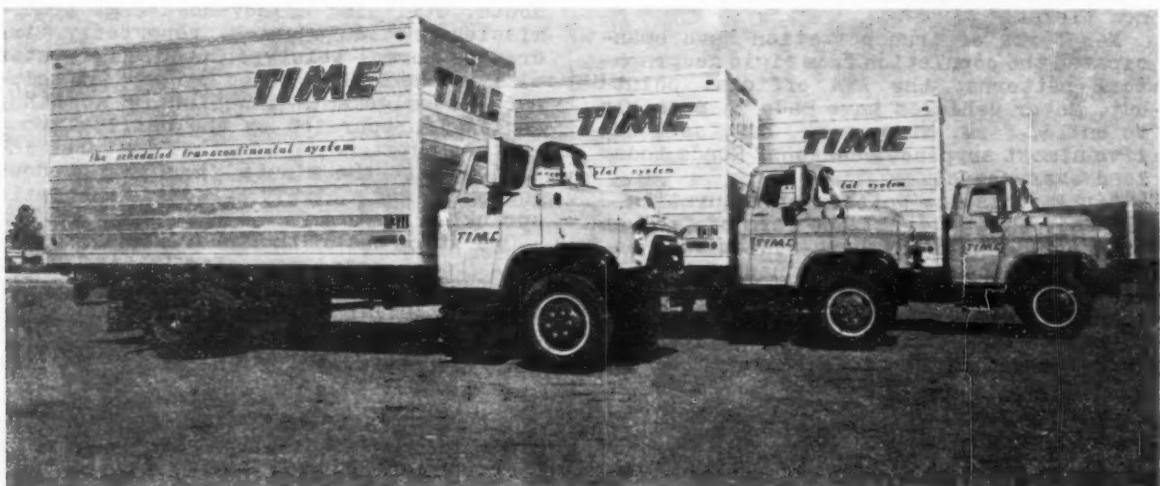
preparing or transporting dozens of other household goods shipments; transporting a variety of magnetic tape recorders for a color TV show; and performing a whole host of other services for its customers around the globe.

Roadway Express has opened new terminals in Clarksdale (Mississippi) and Decatur (Alabama) . . . Spanning nine midwestern and southwestern states, Yellow Transit Freight Lines is boosting the size and efficiency of its motor fleet. Just ordered by the carrier: 200 new Fruehauf 40-foot vans.

Piggyback has gotten a well deserved pat on the back from the Army Transportation Corps. A recent study conducted by the ATC indicates that piggyback slashes handling costs drastically and KOs pilferage and shipping damage.

Interested in finding out more about the ATC's piggyback analysis? The group has come out with an 85-page booklet—A Study of the Feasibility of Trailer-On-Flatcar Transportation—which details its findings. Copies may be ordered from the OTS, U. S. Department of Commerce, Washington 25, D.C. Price: \$2.

Open for business: The Denver-Chicago Trucking Company's new Los Angeles terminal. Cost: \$2 million. Special features: dock facilities for 96 vehicles and an ultra-modern dockveyor freight handling system . . . T.I.M.E., Incorporated, has announced the purchase of more than \$400,000 worth of new trucks, tractors and trailers. In another move designed to streamline its operations, the carrier has divided its traffic department into two units—one responsible for interline and divisional affairs, the other overseeing rates and tariffs.



truck levelers smash loading tieups at Consolidated Paper

Hydraulically-operated truck levelers are the Consolidated Paper Company's answer to loading dock tieups.

Prior to the installation of its new equipment, the Monroe, Michigan, container manufacturer had its hands full trying to keep inbound and outbound materials moving smoothly. The problem? Wide variations in the bed heights of the highway vehicles serving the firm prevented it from using its own components to best advantage.



A battery of 10 powerful truck levelers, however, has solved Consolidated's headache. Recessed in the loading dock pavement, the units quickly raise or lower truck beds so that they are level with the dock surface. Result? A smoother dock operation and a sharp decline in Consolidated's handling expenditures.

Basically, the leveler being employed by the container producer is comprised of a 10' x 14' platform and floored with nonskid steel plate. It is hinged at one end and supported at the dock edge by a pair of oil-hydraulic jacks. The leveler's capacity: 40,000 pounds.

Consolidated's dock stands 48" high and its levelers are installed to travel 14" up or 14" down. As an added feature, each leveler is equipped with a center curb wheel guide to position vehicles accurately on the platform.

rack-conveyor system speeds deliveries at General Shoe

Supplying component parts to 18 separate manufacturing units from one central warehouse can be a very efficient method of operating. If the central storage and shipping systems break down, however, 18 factories are out of supplies. And 18 production lines grind to a halt.

That's why the General Shoe Corporation installed a new double deck flow rack and a series of high-speed conveyors in its ultra-modern Chapel Hill (Tenn.) central stores warehouse.

Although the warehouse has been operating only a short time, the system has already proved itself to be all that General Shoe could ask for—and more.

Utilizing the use of a mezzanine rack and a double-deck shipping and receiving system, the warehouse is capable of carrying its entire parts inventory in an area only 200' long x 40' wide. Saving achieved through this feature, at current building costs: several thousand dollars.

The "flow" rack system also makes it feasible for General Shoe to keep

close tabs on its inventory at all times. Thus, it may maintain smaller inventories without fear of running short.

The compactness of the racks, meanwhile, means less walking for order selectors. Their time may thus be spent in assembling orders—rather than in traveling. Top-rate order selection, combined with the use of remote control mechanisms, allows the system to operate with the lowest possible manpower.

As a result, late shipments and improperly filled orders are now a thing of the past at General Shoe.

NOW! You can buy in confidence



Rush merchandise arrives early...at no extra cost

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Overnight
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3rd Morning
4th Morning
4th Morning
4th Morning
4th Morning

between Salt Lake City and Denver
between Salt Lake City and West Coast
between Salt Lake City and Kansas City
between Chicago and Denver
between West Coast and Denver
between Salt Lake City and Chicago
between Los Angeles and Kansas City
between Oakland and Kansas City (EBI)
between Portland and Kansas City
between Portland and Chicago
between Oakland and Chicago
between Sacramento and Chicago
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Beat the market! Merchandise assured on time arrival with IML Flyer Service. Plus exclusive IML Customer Service Men... With Teletype Billing that keeps in "constant touch" with your shipment from origin to destination. Prove it. Route IML.

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DUNES
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stencil roller

Now available from the Westnor Products Corporation is a new, lightweight stencil roller.



Developed to meet a wide variety of shipping room and general industrial needs, the unit features a roller said to have exceptional ink transfer qualities. Result: a clean-cut stencil impression may be applied to almost any surface.

In addition, the manufacturer emphasizes, the roller retains ink so effectively that just a single inking is sufficient for an average working day.

(check 71 on Help-O-Gram card)

electric stapler

Said to be ideal for applications requiring a heavier-than-ordinary stapling thrust—as, for example, in combining bills, receipts and invoices—a new, heavy-duty automatic electric stapling machine has been unveiled by the Staplex Company.

The unit (designation: S-54-H) is activated by a single contact control and powered by a solenoid. Its stapling position is always visible and may be adjusted easily to a depth of 4-1/2".

(check 72 on Help-O-Gram card)

protective coating

In transit damage to polished metal, plastic or glass surfaces a headache at your company? Zincilate WST-100, a new scratch-resistant coating developed by Industrial Metal Protectives, Incorporated, may be just what you've been looking for.

Designed for temporary use, the coating is water soluble and may be applied to or removed from polished surfaces quickly and easily. No mixing is required and the solution may be applied by spray, dip, roller coat or pressure curtain methods.

Coverage: 1,000 square feet per gal-

NEW products

lon, at a thickness of .001". Time required for the solution to air-dry to full hardness: about 30 minutes.

(check 73 on Help-O-Gram card)

corrugated wrapping

Ship highly polished furniture, metal products, or similar items? In transit knicks and scratches a headache? Cotton-Pak, a new corrugated cotton wrapping developed by the Chippewa Paper Products Company, may be just what you've been looking for.

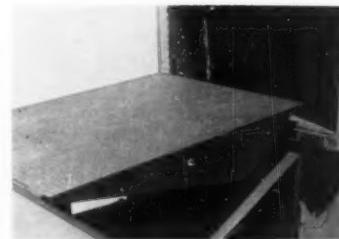
Experiments conducted by a leading midwestern testing lab reportedly indicate that "the corrugated is equal to other wadding in scratch effects on furniture surfaces and appears superior in durability. Under conditions of test, there is no evidence that a corrugated cotton surface—like those on the samples studied—will leave a wear pattern on glossy furniture finishes."

Produced with a B flute configuration, Cotton-Pak comes in standard 36" rolls or slit rolls trimming 72". It is available in combinations of 35# kr., 50# kr. and 70# kr. liners with a cotton corrugation, a cotton liner and cotton corrugation, and a cotton liner with a kraft corrugation.

(check 74 on Help-O-Gram card)

dock leveler

No assembly, no expensive installation. When you purchase a Mech-O-Dock, Model ML-68, says the Wayne Pump Company (a division of the Symington Wayne Corporation) you receive a factory assembled and adjusted mechanism, which may be erected quickly and easily in front of your dock or in a recessed pit.



The Mech-O-Dock is fully automatic. Backing in, a truck makes contact with the unit's bumper activating mechanism. The ramp then rises and lowers again to rest on the truck bed. As the

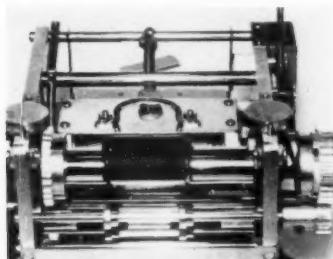
vehicle pulls away, the *Mech-O-Dock* levels itself flush with the dock.

Automatic locks support the platform at dock level for a full 20,000 pounds of cross or roll-over traffic load. The device's positive locking "safety wedge action" prevents the locks from disengaging under a load.

(check 78 on Help-O-Gram card)

label maker

Problem: printing and die cutting efficiently on pressure sensitive label paper or score cutting on gum, heat seal and plain paper. Sohn Manufacturing's answer: a new flexographic printing press, described as the smallest, most portable device of its type ever developed.



Tipping the scales at 40 pounds, the 9' x 9' x 9' unit is said to be extremely easy to operate. It prints up to 6,000 labels per hour; permits speedy color and printing plate changes; and reportedly provides the user with professional looking, top-quality printing.

(check 79 on Help-O-Gram card)

dock plate

Dock plates are key components in shipping and receiving. And with a new, low cost *Econobord*, reports Brooks & Perkins, Incorporated, any firm can lend a new efficiency to its truck dock activities.



Specifically developed for use with non-powered industrial truck equipment, the dock plate is made of aluminum-magnesium alloy. It is available with

a smooth surface, a diamond tread, or a coated abrasive surface.

Crowned to account for variations in truck and dock heights, the *Econobord* is available in standard sizes, ranging from 36" x 24" to 72" x 48". Load capacities run all the way up to 4,800 pounds.

(check 80 on Help-O-Gram card)

non-curling gummed tape

Gummed tape "curling" a headache

in your shipping room? Want to speed up your entire taping operation? Then a non-curling tape, developed by the Atlantic Gummed Tape Corporation, may be just what you've been looking for.

Other characteristics of the tape, reported by the manufacturer, include: a smoother finish than most tapes made of kraft papers; an unusual flexibility, making it easy to mold to the contours of packages without seals cracking or tearing; and a highly effective printability.

(check 81 on Help-O-Gram card)

LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments
to all States other than those served by Hancock.

DAILY, direct service between these
and many intermediate points



STEEL DIV. - ESsex 5-3571

PERISHABLE DIV. - WAterfall 8-2545

LET HANCOCK pickup or deliver daily at a fixed time
your shipments to and from all the points shown below

CHICAGO, ILLINOIS
Seelye 3-3737

PITTSBURGH, PENNSYLVANIA
Federal 1-6655

LOUISVILLE, KENTUCKY
Wabash 0511

CLEVELAND, OHIO
Superior 1-6205

COLUMBUS, OHIO
Hickory 4-2128

CINCINNATI, OHIO
Mulberry 3312

ST. LOUIS, MISSOURI
Geneva 6-0171

EVANSVILLE, INDIANA
3-1141

YOUNGSTOWN, OHIO
9-9784

INDIANAPOLIS, INDIANA
Melrose 4-6363

DETROIT, MICHIGAN
Tashmoo 5-2535

TERRE HAUTE, INDIANA
Crawford 9689

MILWAUKEE, WISCONSIN
Evergreen 3-6040

HANCOCK

TRUCKING, INC.
EXECUTIVE OFFICES, EVANSVILLE, INDIANA

CHECK NO. 24 ON HELP-O-GRAM CARD

where to get help

marking-sealing brochure

A new booklet, now available free from the Marsh Stencil Machine

Company, may be your "open sesame" to a faster, more efficient marking and sealing operation.

Entitled *Marking and Sealing Shipments Made Simple*, the guide covers a wide variety of vital shipping room subjects. Included is a section on how to save on sealing cartons with gummed tape; the proper kinds of ink to use for all kinds of marking; export marking data; and conversion tables for weights and measures.

Catalog number of the brochure: M-60. Marsh's address: Belleville, Illinois.

handling guides

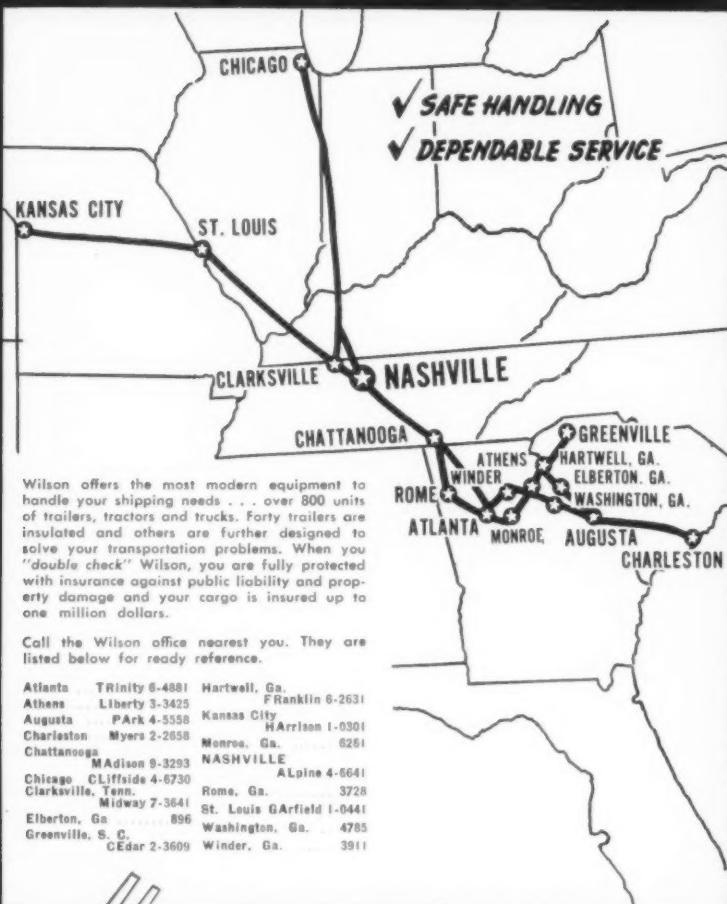
Two new brochures may contain the answers to some of your most perplexing handling problems.

The first, *Warehouse Layout: Narrow Aisles or Wide*, discusses both arrangements, lists advantages and disadvantages of each and shows you which installation may be best for your company.

The second, a manual on mechanized handling, is designed to boost industrial truck operator efficiency, reduce accidents and expedite handling.

Both booklets are available from the Automatic Transportation Company, 149 West 87th Street, Chicago, Illinois.

As a double check...ship WILSON



General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

WILSON TRUCK COMPANY, INC.

CHECK NO. 25 ON HELP-O-GRAM CARD

pressure sensitive tape

The Technical & Specifications Committee of the Pressure Sensitive Tape Council has made available a series of test methods which it recommends for the testing of pressure sensitive tapes. In addition to 13 key testing procedures, the looseleaf packet contains a glossary of terms used in the industry, along with illustrations of necessary laboratory equipment and where it may be purchased.

Among the test procedures available are test methods for peel adhesion; sheer adhesion; unwind adhesion; tensile strength, thickness, elongation, moisture vapor transmission, water penetration, resistance to high temperature and humidity and cold temperature performance.

Copies of the recommended test methods are available from your tape supplier or by writing to the Pressure Sensitive Tape Council, 1201 Waukegan Road, Glenview, Illinois. Price: \$1 per copy.

pallet tests

A series of approved tests for evaluating pallets has been published by the National Wooden Pallet Manufacturers Association. Address: 910 17th Street, NW, Washington 6, D.C. Purpose: to enable the user to determine if a given pallet will do the job for which it is designed and to establish methods to uncover the relative effectiveness of pallets of various materials.

Traffic News

(Continued from page 31)

tation executives. Set for Seattle is the 14th Annual National Convention of the National Defense Transportation Association. This year's theme: The Revolution in Transportation . . . Also scheduled for next month is the 10th Annual Meeting of the Eastern Industrial Traffic League. Dates: October 20-22. Place: Prince George Hotel, New York City.

J. A. Gardner, Jr., has been named New York-New Jersey field service rep by the American Trucking Associations . . . S. I. Fondler has been elected treasurer of Seaboard & Western Airlines . . . R. E. McNamee has joined the sales department of Interstate Motor Freight's Cincinnati terminal . . . J. S. Benton and C. H. Morian, Jr., have been named directors of the National Paperboard Association.

Two new appointments at Roadway Express: L. M. Turner, as a sales rep for the Philadelphia area and D. D. Masto, as a representative for Bridgeport and vicinity . . . E. J. Brown has been named director of claim prevention at Pacific Intermountain Express. Other appointments: A. C. Woods, as manager of PIE's "perishables operations," and D. G. Cain, as administrative assistant-claim prevention.

S. Treis has been appointed as Brown-Bridge Mills' west coast representative. His hq: 420 Market Street, San Fran-



S. Treis

cisco . . . All overseas operations at the Dayton Rubber Company will shortly be integrated and taken over by a brand-new company unit—Dayton Rubber International . . . R. D. Smith has been appointed Armour & Company transportation manager.

New managing director of Liberty Motor Freight Lines is A. E. Nichols . . . Congratulations to the Thilco News, Thilmany Pulp and Paper's employee publication, which recently won an International Council of Industrial Editors award for excellence . . . Appointments at Carpenter Steel include R. J. Buttery, as general traffic manager and

L. T. Miller, as manager of warehouse inventories.

Appointments at Trailmobile, Incorporated: J. A. Hassberger, as sales manager of the firm's Springfield (Mo.) tank plant; H. A. MacKay, as a New Haven sales rep; G. Dennis, as a New Orleans sales rep; and R. M. Schwartz, as a Birmingham sales rep . . . Watson Brothers Transportation has named D. Hiseler as a sales rep in Los Angeles and E. Ford as a rep in Denver . . . A. Dostoli has been appointed a Denver Chicago Trucking Company sales representative for Boston-Worcester . . . T.I.M.E. has boosted O. Dufort to the post of Foreign Sales Coordinator at its Los Angeles terminal.

Appointed general traffic manager at East Texas Motor Freight: J. K. Nebold, Jr., a veteran of 25 years in the transportation industry. Mr. Nebold's former assignment: director of sales and traffic at Knaus Truck Lines . . . C. S. Cobb, Jr., has been appointed Los Angeles area agent for Delta Lines.

R. E. Cooper, Jr., chairman of the board at Cooper-Jarrett, has resigned as president of the company. Succeeding him is G. Cooper, formerly executive vice president of the firm . . . R. Anderson and C. Stockbridge have joined the Interstate Motor Freight Prucka Transportation division's Kansas City sales staff.

The advertisement features a large, stylized title "RED STREAK TAPE" in bold, block letters. To the left of the title, there is a star symbol followed by the text "MADE ONLY FROM THE FINEST PAPER AND GLUE". Below the main title, there is a stack of several rolls of tape. To the right of the tape, a cartoon illustration shows a duckling hatching from a large egg. The duckling is wearing a small hat and holding a pencil. A speech bubble from the duckling contains the text: "If my business called for sealing things in boxes instead of eggs, you can bet I'd be a regular customer of the folks at BB". Below the duckling, there is a nest with several more eggs, some of which are cracked open. The overall style is playful and suggests that the tape is strong enough to handle even the most unusual sealing tasks.

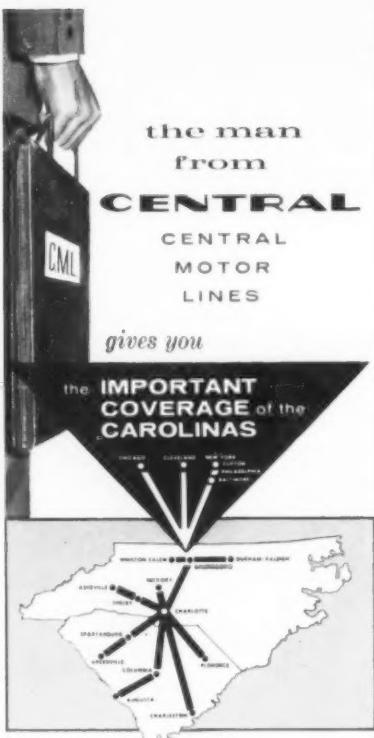
That's because they know how to make tapes that seal out dust, dirt and moisture. And they never duck a problem.

For an example of their SUDDEN SERVICE, ask for samples, technical help, or both. You'll hatch a batch of surprising results.

THE BROWN-BRIDGE MILLS, INC., Troy, Ohio

New York, 6 E. 45th St. • Philadelphia, 315 Clwyd Rd., Bala-Cynwyd, Pa. • Chicago, 608 S. Dearborn • St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

CHECK NO. 26 ON HELP-O-GRAM CARD



CENTRAL MOTOR LINES, INC.
General Offices: Charlotte 1, N.C.

CHECK NO. 27 ON HELP-O-GRAM CARD

BECOME AN EXPERT IN TRAFFIC and TRANSPORTATION

Today the man trained in TRAFFIC AND TRANSPORTATION is one of the most important and well paid individuals in business and industry. Thousands of firms need experts on rates, tariffs, regulations, etc.

We train you thoroly at home in spare time thru the famous LaSalle Problem Method under the personal guidance of expert traffic authorities.

Splendid opportunities developing rapidly in MOTOR TRUCK and other phases of The Traffic and Transportation field.

Get the facts. Mail coupon today for FREE 48-page book, "Traffic and Transportation—the Fast Growing Profession." Learn about the opportunities and how you can qualify as an expert in the TRAFFIC AND TRANSPORTATION field.

LASALLE EXTENSION UNIVERSITY A Correspondence University

417 S. Dearborn St., Dept. 897T, Chicago 5, Ill.

Name _____

Address _____

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CHECK NO. 28 ON HELP-O-GRAM CARD

42

R. Sheintop has been appointed assistant to R. J. Lamneck, vice president of Affiliated Warehouses, Incorporated . . . G. Pitts is Roadway Express' new Chattanooga terminal manager . . . Brigadier General E. B. Cassady, formerly director of transportation at the Air Force's Air Materiel Command, has been boosted to the position of Chief, AMC, Directorate of Personnel and Support Operations.

Air France recently tipped its hat to the cargo agents "who have done so much to lift the airline to a position of eminence in the air freight field." Awarded trophies were R. Baisier, president of Vairon & Company; C. Dallford, president of All Transport; D. Hillias, district manager of Air Express International; M. O'Leary, traffic manager of Frederic Henjes, Incorporated; H. Knox, vice president of R. J. Saunders; G. Doherty, vice president of American Express; W. Clark, manager of the Dyson Shipping Company's air freight division; and J. McDonald, Freedman and Slater's air cargo manager.

Appointed vice president-sales at Pacific Intermountain Express: M. J. Millard . . .

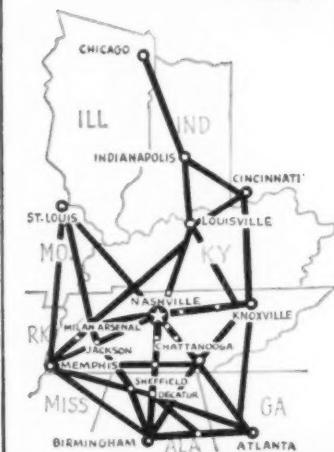


M. J. Millard

T. H. Jones has been elected vice president & general sales manager of Mack Trucks, Incorporated . . . New TM at Whitehall Laboratories is R. A. Stuart, formerly with the Mennen Company.

E. York has been named TM at the Hyster Company's Danville (Ill.) plant . . . G. W. Cook has been upped to the newly-established post of Director of Purchases and Traffic at Owens-Illinois Glass . . . Reynolds Metals has named W. W. Caskie as manager of its transportation market sales.

Mack Trucks and the Northeast Capital Corporation have "reached an agreement in principle on the basis for a merger of the two companies." Expected merger date: sometime this month . . . Recently elected president of American Export Lines: Admiral J. M. Will-



HOOVER
MOTOR EXPRESS COMPANY, INC.
GENERAL OFFICES
P. O. Box 450 - Nashville, Tenn.

CHECK NO. 29 ON HELP-O-GRAM CARD

NEW SPEED!

To Every Point
In KANSAS

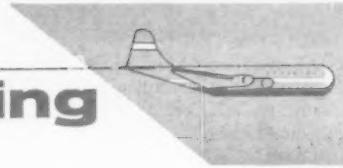
Rapid Routed
LTL Shipments
Daily.

Knaus

TRUCK LINES, INC.
2415 Independence Ave.
Kansas City, Missouri

CHECK NO. 30 ON HELP-O-GRAM CARD

Shipping Management — National Hi-Way Shipper

HELPS for better shipping

FLEXIBLE ROUTING, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 1 for details.

FAST SERVICE on LTL shipments and second morning deliveries. Great Lakes to Gulf. Check 2 for info.

PACKAGE EXPRESS SERVICE to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 3.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

99.5% CLAIM-FREE SHIPMENTS. And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 5.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Check 6.

LOW-LEVEL TRAILERS for 12' 6" states let you carry just as much freight as in the old 13' trailers. Profits stay up, gas and wear and tear costs go down. Find out more by checking 7.

SHIPPING PROBLEMS vanish when this experienced carrier handles your freight. Check 8 for info.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 9 for details.

FAST ADDRESSING with this handy marker. Waterproof. Instant dry. Check 10.

SAFE, SPEEDY air shipments are the specialty of this air carrier. For details, check 11.

FROM THE SEA TO THE SEAWAY,

this motor carrier will haul your goods all the way. Details? Check 12.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full co-operation. Check 13 for details.

SAFER, FASTER SHIPPING when you make stencils with this company's machine. FREE pamphlet is yours for checking 14.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? See ad this issue, Pages 24-25.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. Check 16.

MARKS METAL or a variety of other materials. Efficient, easy to use marking device. Check 17.

CUT STENCILS WITH AIR POWER. This new attachment features push-button, air-operation, takes the work out of stencil cutting. Check 18.

TOUCH-STENCILING eliminates stencil boards, rubber stamps and label typing. FREE booklet on this hand duplicator if you check 19.

SERVING THE EASTERN SEA-BOARD. Reliable, speedy, safe motor freight service. Check 20.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 21.

HELP-O-GRAM

September 1, 1959

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: HELP-O-GRAM Department, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, N.Y. 16, New York.

for better shipping

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new products

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Name _____ Title _____

Company _____

Address _____

Type of Business: Manufacturing; Wholesale; Retail

Major Products: _____

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Self-contained ink roller holds enough ink to stencil all day. Check 22 for info.

MERGER MEANS MORE. This truck line now offers you direct through service in West, Midwest. Check 23.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 24.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 25.

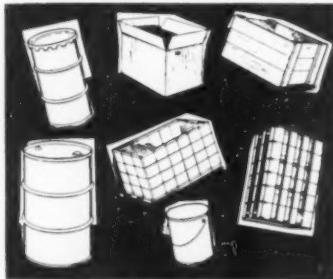
CARTONS CAN'T TEAR or open in transit if you use this reinforced gummed sealing tape. Check 26 for info.

MOTOR FREIGHT problems vanish when you turn your shipment over to this carrier. Interested? Check 27.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 28.

DIRECT, DEPENDABLE, FAST, Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 29.

DELIVERY TIME CUT on LTL, truckload shipments through Kansas City with this line's new terminal. Check 30.



FAST, DEPENDABLE all-water service to the Near East is the specialty of this steamship line. Check 31.

SHIPPING BAGS, both unpadded and padded. Company offers waterproofing, high tear resistance. Check 32.

FREE BOOKLETS ON PACKING, SHIPPING. They tell you what to expect from wirebound boxes and how to save money using them. Check 33.

SPEED UP LABEL PASTING more than 50% with this semi-automatic feed label paster. FREE literature, check 34.

SPEED SHIPPING ROOM PROCEDURES with these handy label gluers. Check 35.

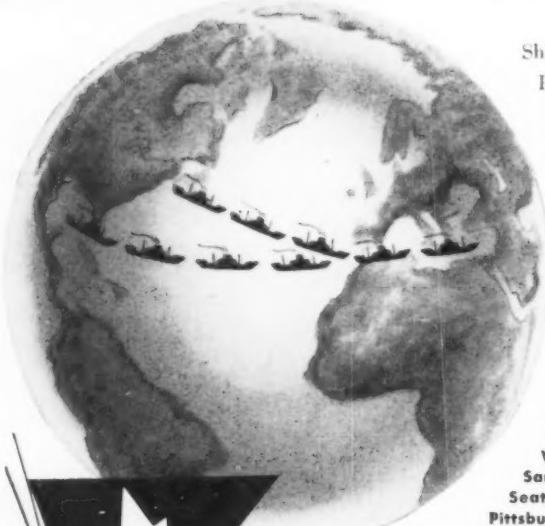
AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking. Check 36.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 37.

MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service, Check 38.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 39.

MAINLINE to the MIDDLE and NEAR EAST



Ship via **CENTRAL GULF Lines** to Mediterranean ports, the Red Sea, the Persian Gulf, Pakistan and India. Service is fast . . . dependable, flexible, economical. It's a service shaped to the needs of modern business . . . America's **MAINLINE** to and from the Middle and Near East.

REGULAR FAST CARGO SERVICES

**U. S. GULF AND ATLANTIC PORTS TO MEDITERRANEAN . . . RED SEA . . . PERSIAN GULF . . . PAKISTAN . . . INDIA
EAST PAKISTAN AND CALCUTTA TO
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Booking Agents

New York City: Thor Eckert & Co., Inc., 19 Rector St. Digby 4-8686
Washington, D. C.: Robert H. Wall, 1404 New York Ave., N. W. NAtional 8-8220
San Francisco, Calif.: Bakke Steamship Co., 311 Calif. St. YUkon 2-0434
Seattle, Wash.: B. R. Anderson & Co., 314-20 Colman Bldg. MAin 3-1346
Pittsburgh, Pa.: Jones Shipping Agency, Oliver Bldg. COurt 1-6561
Chicago, Ill.: Phelps Agency, Inc., 333 N. Michigan Ave. FRanklin 2-1331
Milwaukee, Wis.: Phelps Agency, Inc., 647 W. Virginia St. BRoadway 1-3585

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**New Orleans • Hibernia Bldg. • EXpress 5461
New York • 19 Rector St. • WHitehall 4-8250
Houston • Cotton Bldg. • FAirfax 3-4128**



CHECK NO. 31 ON HELP-O-GRAM CARD

44

Shipping Management — National Hi-Way Shipper

MOTOR CARRIER DICTA

by

David Axelrod

operating authority

The U.S. District Court (Western District of Wisconsin) recently upheld the Interstate Commerce Commission's power to issue a certificate of public convenience and necessity authorizing a motor carrier to transport explosives for a fixed period of time.

The Commission has denied an application for an extension of authority by a motor carrier on the grounds that, although the supporting shippers complained about the transit time via the existing service, a closer cooperation among the carriers protesting the case would enable the shippers to receive a more consistently satisfactory service.

lease of rights

In a lease of operating rights application proceeding, the Commission reiterated its position that, as a rule in recent years, leases and renewals of leases have been limited to one year.

However, where there is no clear intent to purchase, a lease should not be approved even for short periods. Carriers no longer desiring to render service under their rights have been admonished by the Commission to dispose of their operations or request revocation.

rate association agreements

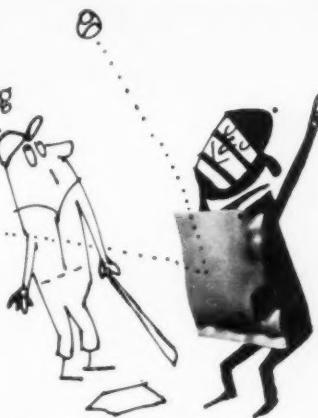
The Commission recently held that motor carriers who are members of tariff publishing bureaus may not be suspended for violation of the association's bylaws but may be expelled only for failure to pay financial obligations incurred under the agreement.

The reason for this is that subjecting a member to suspension for violation of the bylaws militates against Section 5(a)(6) of the Interstate Commerce Act, since that section requires that each party to an agreement approved under Section 5a should be accorded the free and unrestrained right to take independent action.

commodity descriptions

The Commission has declared that commodity descriptions cannot be construed to mean one thing (in a certificate issued after a definitive ICC decision) and something substantially different in certificates issued prior to such a decision. Thus, if the term "petroleum products" at the time of the certificate's original issuance included only three items and, at the time of its transfer, includes 195 items, then the transferred authority conveys—unless special restrictions are imposed—the right to haul all 195 items.

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Packaged lumber, better receiving

At the Northern Lumber & Coal Company of Whiting, Indiana, high-speed mechanical equipment and a carefully planned handling program geared to move packaged lumber from point-to-point rapidly and smoothly, are boosting receiving and warehousing efficiency and cutting handling and storage costs drastically.

Northern receives its lumber in packages made of four distinct parts. A typical package section is eight inches high and holds about 500 board feet. Combined, the four components comprise a hefty, dollar-saving 2,000 board foot, 32 inch high unit.

Designed to reduce in transit damage and facilitate handling, moreover, individual lumber packages are encased securely by two lengths of 1¼" x .035" steel strapping. The same size of strapping, affording maximum load security, is also employed to bind each stack of three complete packages together.

Packaged lumber—fast becoming one of the most important new developments in the lumber industry—plus the handling techniques evolved by the company, Northern officials report enthusiastically, have stepped up the firm's entire handling operation. Using a work force of lift trucks, each endowed with a walloping 15,000 pound rated capacity, Northern handlers unload full three-package stacks, lift them, and deposit them at pre-designated storage points with the greatest of ease.

The strapping on these three-package stacks is not removed. Only when the company is ready to reduce its stacks into smaller units for shipment to customers is the strapping removed and the three-package units broken down.

As a direct outcome of its highly effective procedure, Northern has achieved a variety of dollar-saving, profit-building benefits.

First of all, handlers are now receiving and processing inbound lumber a staggering 100 percent faster than they formerly did. A two-man unloading crew, aided by a power-packed materials handling component, for example, can at present unload more than a car of packaged lumber per day. What's more, thanks to the firm's high degree of handling mechanization, it is in a perfect position to assign its crews to unload lumber and then immediately reassemble and load it aboard an outbound vehicle for direct delivery to customers.

handling sparks at Northern Lumber

Northern's utilization of its available storage space has also skyrocketed. Prior to the packaging of lumber and the introduction of mechanized handling at the facility, stacking loose lumber was always a king-sized headache. Storage space, moreover, was never employed to the fullest and warehousing costs, consequently, were unnecessarily high.

floor-to-ceiling storage

Now, under its new system, Northern is using its storage space from floor-to-ceiling. Warehousing efficiency has been lifted. And inventory-taking and order-filling have been expedited.

All in all, packed lumber and modern handling procedures and equipment have been the answer to a variety of problems which formerly plagued the Northern Lumber & Coal Company. The packaging of lumber, in particular, has been of extreme value to the concern in keeping operational costs down and profits up.

As Northern's president, Raymond Schaub, put it awhile ago, "More and more mills are beginning to package lumber—and that's good news for every lumber dealer in the country. For no one who has had or handling packaged lumber has had anything but first-hand experience in loading, shipping, unloading, good to say about it."

ICC corrects code of federal regulations on bills of lading

The Interstate Commerce Commission has released an order reopening, correcting and discontinuing its proceeding in #4844, *In The Matter of Bills of Lading*.

The Commission corrected Section 31.2, Code of Federal Regulations, relating to the bill of lading contract terms and conditions to indicate a nine-month period as provided by law and currently shown on bills of lading (instead of six months as presently shown in the code) within which to file claims with carriers on domestic as well as export traffic, as a condition precedent to the recovery for loss, damage, injury, or delay to property while in the possession of carriers.

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EASY-TO-SWITCH SHELVING UPS SPACE, LOWERS COSTS AT FORD

● Chalk up another one for adjustable steel shelving! At the Ford Motor Company's Sharonville (Ohio) factory, easy-to-switch, versatile steel shelves have lifted available storage space substantially; slashed inventory and purchasing paperwork; and streamlined the plant's all-important stores activities.

In order to maintain production at the mammoth facility, Ford must keep some 20,000 different tools and supply items on hand at the plant at all times. These are kept in a special "stores" section.

Meeting the needs of the factory, "stores" personnel frequently make as many as 50 vital shelving changes every month. Obviously, when stationary shelves are used, this can be a fairly difficult, time consuming and extremely expensive job.

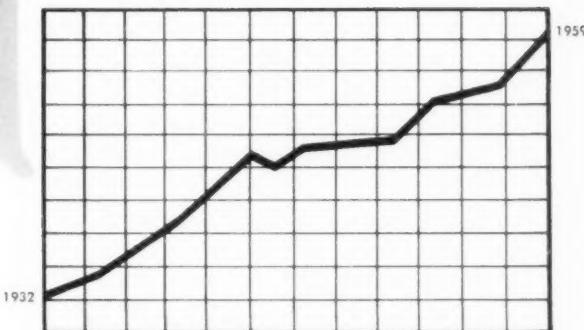
That's why Ford utilizes adjustable shelves. When changes have to be made, these shelves are a cinch to handle.

The procedure? First the locking devices at each corner of the shelf being moved are unlocked. The shelf is then freed from its bracket. Repositioned, the shelf is set in place; its supporting brackets are set; the shelf locking components are tightened; and the job is done.

Plant officials are enthusiastic about their adjustable shelving—and with good reason! To begin with, they estimate that the utilization of adjustable shelving has resulted in a saving of more than 700 square feet of floor space. Warehousing efficiency, meanwhile, has skyrocketed, since stored items may now be located and removed from their shelves quickly and easily. And inventory control and purchasing are no longer the chores they used to be—under the company's discarded stationary shelving setup—leading to a hefty decline in inventory and purchasing paperwork.

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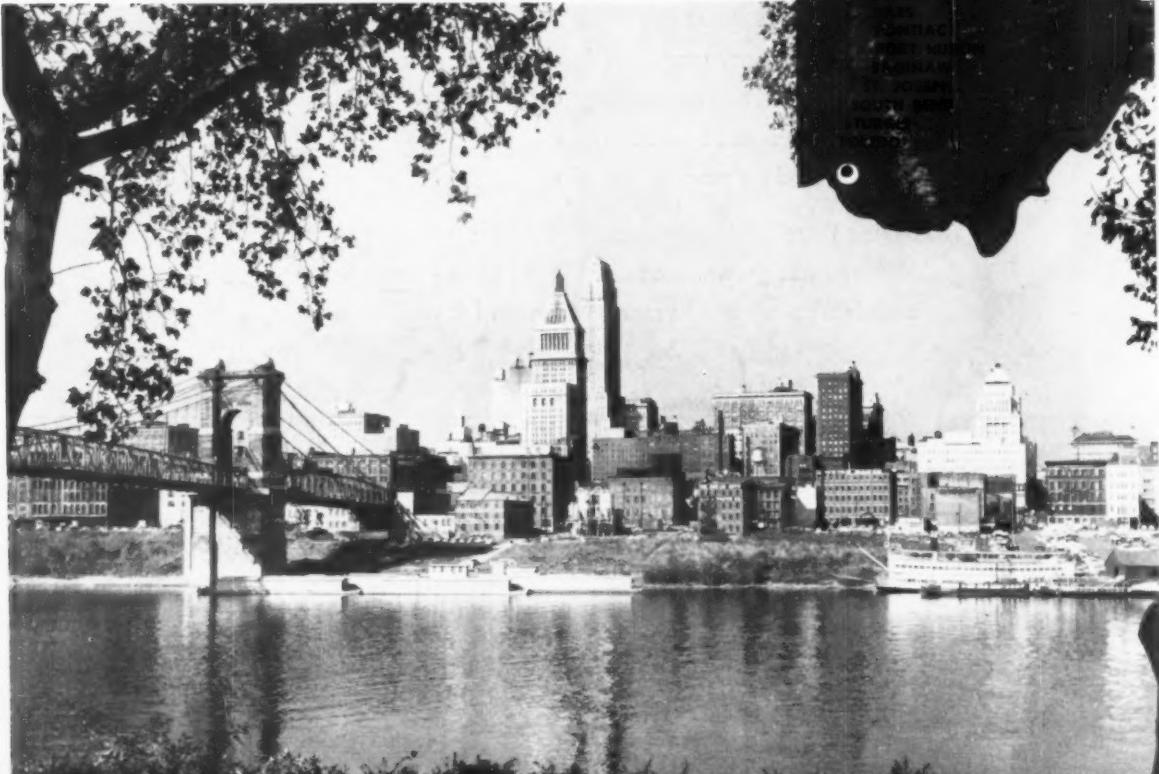
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